



PASS THE MIC!

SENIOR DESIGN CHALLENGE PROJECT REPORT 2022



Ronnie Ahlborn
Alessandra Cassiano-Salinas
Olivia Nadworny
Ana Sumbo



Senior Design Challenge

The Senior Design Challenge is an interdisciplinary capstone course for undergraduate students at Dartmouth College. In this course, teams of students use human-centered design to tackle real-world challenges posed by a variety of partner organizations. The students, who come from a range of disciplinary backgrounds in the arts, sciences, humanities, social sciences, and engineering, collaborate over a twenty-week project to conduct primary and secondary research, data analysis, idea generation, and iterative prototyping to create a product, service, or experience that addresses a real human need in our local and global community.

This is a working report and is one team's summary of their work, research findings, and initial ideas.

The Senior Design Challenge is offered by the Thayer School of Engineering at Dartmouth and taught by Prof. Eugene Korsunskiy. For more information about the course, please visit www.dartmouth.edu/sdc.

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MEET TEAM SAMPL



RONNIE AHLBORN

Ronnie is a Studio Art major and Human-Centered Design minor pursuing graphic design and digital art. When she's not doing schoolwork, you will probably find her dancing with her dance team at Dartmouth, cooking vegan/Chinese food, running, hiking, or practicing yoga.



ALESSANDRA CASSIANO-SALINAS

Alessandra is a Geography modified with Environmental Studies major and a Human-Centered Design minor with a passion for human-environment relationships. She's involved in student organizing with the Dartmouth Student Union and takes part in the Design Corps, First Generation Office, and Brazilian Student Association. In her free time, you'll find her cooking new recipes, singing karaoke (badly) with friends, creating vibrant makeup looks, and immersing herself into concert experiences.



ANA SUMBO

Ana is a Geography major modified with Human-Centered Design and a minor in Hispanic-Lusophone studies. Outside of the classroom, she's involved with the African Students Association (DASA), OPAL's Office of Black Student Advising, DALI Lab, Design Corps, and the Pi Theta Chapter of Delta Sigma Theta, Sorority, Inc. In her free time, she loves making vibey playlists, practicing yoga, and writing.




OLIVIA NADWORN

Olivia is a Cognitive Science major and Human-Centered Design minor with an interest in behavioral economics, studio art, and UX/UI design. In her free time, you can probably find her on a run, curating playlists, styling her collection of funky pants, or recording her weekly podcast.





OUR PROJECT



Community Access Television, Inc. (CATV) is currently working to improve representation of the Upper Valley's identities and interests, as well as increase accessibility in the digital age. Our team worked with CATV to engage new creators from underrepresented and unheard groups to support CATV's mission to enable open public dialogue, expression, and government transparency.

OUR FOCUS AUDIENCE: AFFINITY ORGANIZATIONS

Established collectives of people who share an identity, lived experience, and/or mission; typically include support networks, resources, and communities built by their members.



 Dismas of Vermont



 Upper Valley
Haven

 The Vermont Professionals
of Color Network

 wise
share hope • change lives

These organizations center and serve the Upper Valley's underrepresented communities such as LGBTQIA+ folks, community members experiencing food/housing insecurity, formerly incarcerated people, survivors of gender-based violence, and Black, Indigenous, and People of Color (BIPOC)

WHY?

We have repeatedly turned to the historical significance of (local) media's often harmful impact on underrepresented communities. We recognize that media is an influential tool that many groups utilize to amplify their work, but not all people with underrepresented identities/experiences feel safe participating. To leverage the power of media while promoting individual safety, we decided to work with established affinity organizations. These organizations serve as a vehicle for partnership with CATV and take on the role of one (of many) support networks necessary to protect representatives that participate in content creation and media coverage. Our hope is to decrease the chances for tokenization and increase the levels of community support as underrepresented groups engage in local media.

DEFINITIONS

Language matters. Although these words may feel commonsensical, we want to avoid creating assumptions about what these words mean. We are including some definitions for terms that will come up in this report.

AFFINITY GROUP	a collective of people who share an identity, lived experience, and/or mission; often manifested as an established organization
BIPOC	an abbreviation of Black, Indigenous, and People of Color. An umbrella term for those who do not identify as (only) white that acknowledges Black and Indigenous people are severely impacted by systemic racial injustices at levels unequal to those of other People of Color (POC)
LOCAL MEDIA	content on television, internet, print journalism, social media, radio, podcasts, etc. that cover topics specific to the Upper Valley community
LGBTQIA+	An abbreviation of Lesbian, Gay, Bisexual, Queer/Questioning (one's sexual or gender identity), Intersex, Asexual/Agender/Aromantic; includes some of the many identities under the Queer umbrella.
RURAL	New Hampshire census data defines rural locations as those having less than 2,500, 10,000, and 50,000 people depending on the area. Considering that most locations in our project scope have less than 40,000 residents, we are defining rural as locations containing 10,000 people or less
UNDERREPRESENTED	people whose identities and interests are not currently included in CATV's content

UNHEARD	people who have been traditionally marginalized within media access, specifically in the Upper Valley
UPPER VALLEY (UV)	the five towns of Norwich, VT, Hartland, VT, Hartford, VT, Lebanon, NH, and Hanover, NH with a total population of 35,398
TOKENIZATION	The practice of engaging underrepresented groups for the sake of appearing to promote acceptance without developing necessary support systems to make them feel included; the practice of making a part of an underrepresented group representative of everyone who holds those respective identities
MEDIA AGENCY	Media creation that enables underrepresented community members to tell their story in the way they want to tell it.



The background of the page is a map of Vermont and New Hampshire. The map is overlaid with a color gradient that transitions from a deep magenta/pink on the left to a dark blue on the right, and from a dark green at the bottom to a bright yellow on the right. The map shows major highways (Interstates 89, 91, 4, 5, 14, 12, 120, 12A) and towns (Norwich, Hanover, Etna, Hartford, White River Junction, Lebanon, Hartland, Plainfield). The text "VERMONT" and "NEW HAMPSHIRE" is visible on the map.

BACKGROUND RESEARCH

BACKGROUND RESEARCH OVERVIEW

We sought to understand the greater context of local media and public access television, both nationally and within the Upper Valley.



We immersed ourselves into **CATV's content** by watching recordings on their YouTube channel, tuning into live broadcasts, and listening to web podcasts. CATV's website also details their media education services, such as summer camps and workshops which we noted as a foundational aspect to their relationship with the community.



Our team engaged with Upper Valley census data to explore existing demographics and take note of differences between the towns CATV serves.



We also researched the **dynamics between rural populations and media**, with a focus on the role of local media.



We believe that to best understand how these conversations manifest in the Upper Valley, we must connect with those who identify with **historically marginalized lived experiences** and decided to do so by researching the work of local affinity groups.



ABOUT CATV

CATV's mission is to **“provide a platform to all residents where they can debate local issues, showcase artistic expression and celebrate school and community happenings.** CATV also delivers independent access to local political issues through the recording of government meetings.” (CATV 2022)

CATV is a television network and non-profit media organization that broadcasts on two channels. Channel 1075 is their Arts & Education Access TV channel, which focuses on Upper Valley community content— anyone can contribute to it. This is also where many of the local events that CATV films are broadcast. Channel 1085 is their Government & Public Access TV channel, and it is focused on local government, primarily through broadcasting selectboard and school board meetings for the five towns in the Upper Valley. Both of these channels run 24 hours a day and are live streamed on their website. Much of the content is also uploaded to their Youtube channel. CATV also produces podcasts that anyone can contribute to by recording at their studio in the Briggs Opera House. Additionally, if someone is interested in contributing content or learning more about producing media, CATV has an educational branch of their organization. They have after school programs and summer camps for children, as well as workshops for adults. Scholarships are available so anyone in the community who wants to learn about media and content creation can at CATV.



CATV Streaming

[Watch](#)
[Listen](#)
[Learn](#)
[Make](#)
[About](#)
[Contact](#)
[CATV Events](#)
[Weekly Highlights](#)
[Support](#)

Broadcasting Now

Comcast Channel 1085 (formerly Ch. 8)
VTel Channel 1170

Josh Hanford
Commissioner of Housing
and Community Development

NEWS
A Conversation With The Commissioner of Housing
gnat

Schedule for CH 1085

[5/23/2022](#)
[5/24/2022](#)
[5/25/2022](#)
[5/26/2022](#)
[5/27/2022](#)
[5/28/2022](#)
[5/29/2022](#)
[5/30/2022](#)
[5/31/2022](#)
[6/1/2022](#)
[6/2/2022](#)
[6/3/2022](#)
[6/4/2022](#)
[6/5/2022](#)
[6/6/2022](#)

Monday, May 23, 2022

12:00 AM Free Speech TV Overnight
6:00 VT Law School: Legal Status of Chickens
7:00 Vote for VT: Housing in VT AM 12/9/2

CATV Podcasts

CATV is pleased to launch CATV Podcasts.

Keep an ear out!

Got an idea for a podcast show? The audio booth is ready for you to record at the Briggs Opera House! Contact Chico to learn how.

SHELF HELP

PRESENTED BY CATV, THE BOOK JAM, THE YANKEE BOOKSHOP, THE NORWICH BOOKSTORE, AND STILL NORTH BOOKS & BAR

Shelf Help

CATV Podcasts

intersections

Intersections

WISER
50 years ending gender based violence

WISER – 50 Years Ending Gender-based Violence



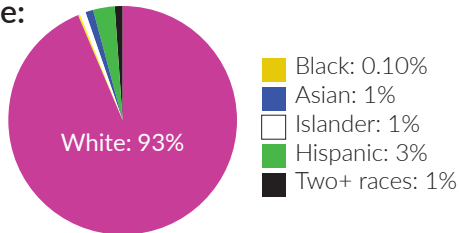


UPPER VALLEY

NORWICH

Population: 3,339
Median age: 46.6
Median Household Income: \$121,563
% Below Poverty Line: 5.5%
High School Grad or Higher: 98.7%
Bachelors or Higher: 84.3%

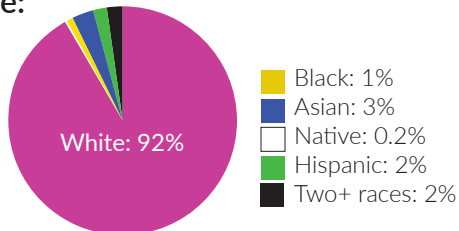
Race:



HARTFORD

Population: 9,643
Median age: 48
Median Household Income: \$64,493
% Below Poverty Line: 6%
High School Grad or Higher: 95.1%
Bachelors or Higher: 48%

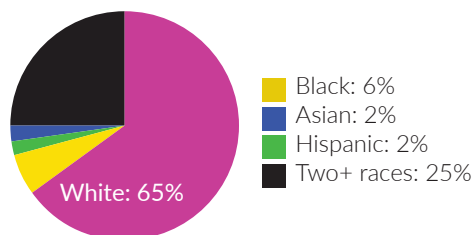
Race:



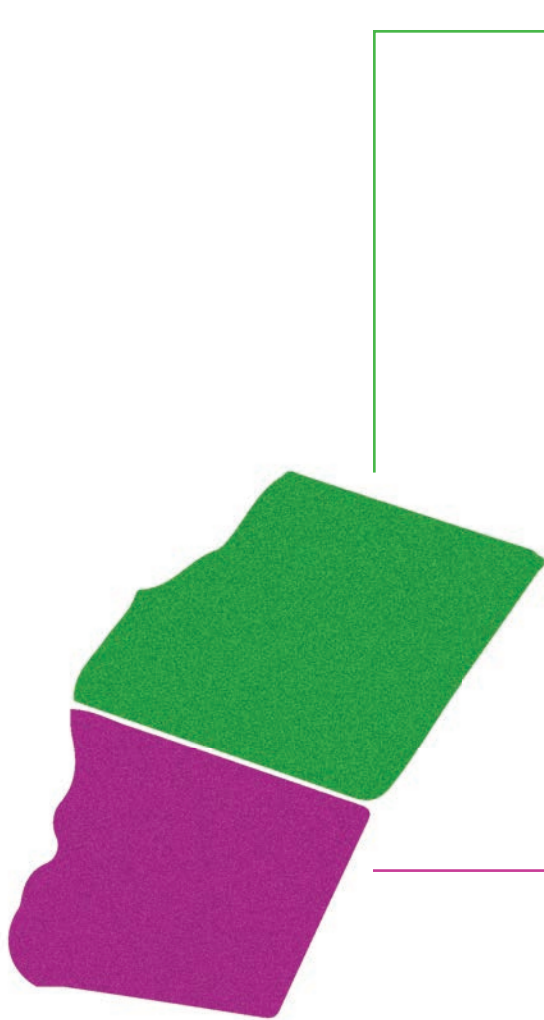
HARTLAND

Population: 285
Median age: 50.9
Median Household Income: N/A
% Below Poverty Line: 46%
High School Grad or Higher: 68.6%
Bachelors or Higher: 5.9%

Race:



VT



HANOVER

Population: 8,508

Median age: 21.9

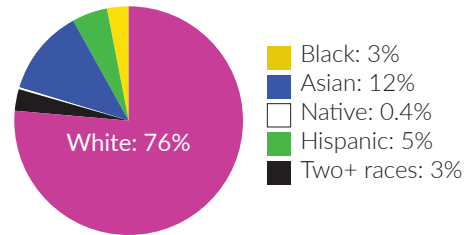
Median Household Income: \$109,514

% Below Poverty Line: 13.9%

High School Grad or Higher: 96%

Bachelors or Higher: 83.4%

Race:



LEBANON

Population: 13,623

Median age: 38.7

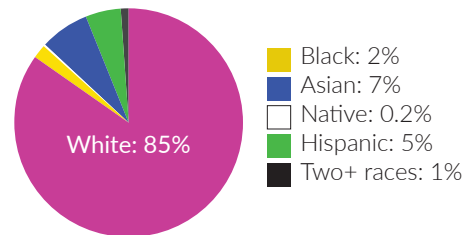
Median Household Income: \$67,698

% Below Poverty Line: 11.3%

High School Grad or Higher: 92.8%

Bachelors or Higher: 53.6%

Race:



NH

Source: Census Reporter and US Census Bureau, 2022





RURAL MEDIA

Our background research on rural relationships with local media led us to discover that rural issues are often misrepresented or underrepresented in national media coverage, leading to distrust and making local media essential to representing rural lived experiences. We found that 34% of rural residents are more likely to rely solely on “traditional” forms of media, meaning newspapers and broadcast (Miller et al. 2012), while 26% of rural residents use online sources to engage with local news (Greico 2019). This shows us that there is a variety of media engagement to account for when understanding how rural communities consume their local media.

We also found a community-led effort called the Rural Organizing Project (ROP), representing the communities of rural Oregon, that is structured similarly to what CATV hopes to grow into. In addition to a community center, the ROP has a rural media project in which they are working to better connect rural Oregonians who are “creatively and courageously building stronger and more vibrant communities for a just democracy.” They engage their communities mainly through a podcast, newsletter, Facebook, Instagram, and Twitter.

From this portion of our background research, we concluded that trust-building is crucial to increasing engagement of underrepresented groups and that, generally, rural audiences are currently looking to community-led efforts to create a representative space.





LOCAL AFFINITY GROUPS

Throughout our process we interviewed and prototyped with affinity groups to better understand how CATV can directly serve the community members these groups represent. We worked with six affinity groups throughout our process and want to emphasize that although we relied on them to reach underrepresented communities, these groups are not the only voices of marginalized identities in the Upper Valley and CATV should continue incorporating other outreach efforts to engage underrepresented community members in other parts of the Upper Valley.

BLACK PRAXIS

Student-run “digital publication for Black people, by Black people” (Black Praxis 2022) based at Dartmouth College in Hanover, New Hampshire. The organization works to create an archive of stories for the Black community that invoke Black thought, historically map the lives of Black people at Dartmouth, and address anti-Blackness at Dartmouth.

HARTFORD DISMAS HOUSE

Residential program part of Dismas of Vermont which “provides shelter and support to men [...] making the difficult transition from incarceration to new lives” (Dismas House 2022). A supportive community that hosts house trips, weekly dinners, speaker series on relevant topics, and offers resources for reintegration.

PRIDE CENTER VERMONT

Burlington-based nonprofit and “the region’s most comprehensive community center dedicated to advancing community and the health and safety of LGBTQ+ Vermonters” (Pride Center Vermont 2022). PCVT’s mission is to advocate and educate on behalf of queer Vermonters through various programs, events, and health services.

UPPER VALLEY HAVEN

A private non-profit organization that serves people in the Upper Valley struggling with poverty by providing food, shelter, education, children’s programs, housing supportive services, and other resources.



**VERMONT
PROFESSIONALS
OF COLOR
NETWORK**

A mutual support collective of Vermonters of color with non-profit status based in Burlington. VTPOC's goal is to "build a community and network that promotes, supports, and affirms People of Color in a way that helps them succeed personally and professionally" (VTPOC 2022).

WISE

A crisis intervention, support services, and advocacy center focused on issues of gender-based violence in the Upper Valley. They work "to empower victims of domestic and sexual violence and stalking to become safe and self-reliant" (WISE 2022) through direct intervention and efforts towards systemic change.



FIELD RESEARCH

INTERVIEWING OVERVIEW

We conducted many interviews over Zoom to learn about the lived experience of our stakeholders. Through this method, we have spoken with CATV's five-member staff, six local affinity groups, as well as Upper Valley community members, local government officials, and CATV content contributors. All interviews were between 30 to 45 minutes and followed a semi-structured interview guide.



Our conversations with **CATV staff** centered their personal journeys into local media, their experiences and role at the organization, and their vision of CATV's future. As members of the Upper Valley themselves, we also touched on the communities they identify with.



Affinity group leader interviews ranged from organizations working on gender-based violence, services for poverty-impacted residents, LGBTQIA+ community and services, and BIPOC professional life. These interviews focused on the group's history, experiences with local media, opinions on who is "underrepresented and unheard," and how they might use local media to spread their organization's work.



Conversations with **Upper Valley community members** stemmed from participation in our survey, after which they reached out to speak with our team. These conversations dove into personal experiences with local media, identities and communities they identify with, how those identities and communities are/are not represented by local media, and their knowledge of CATV.



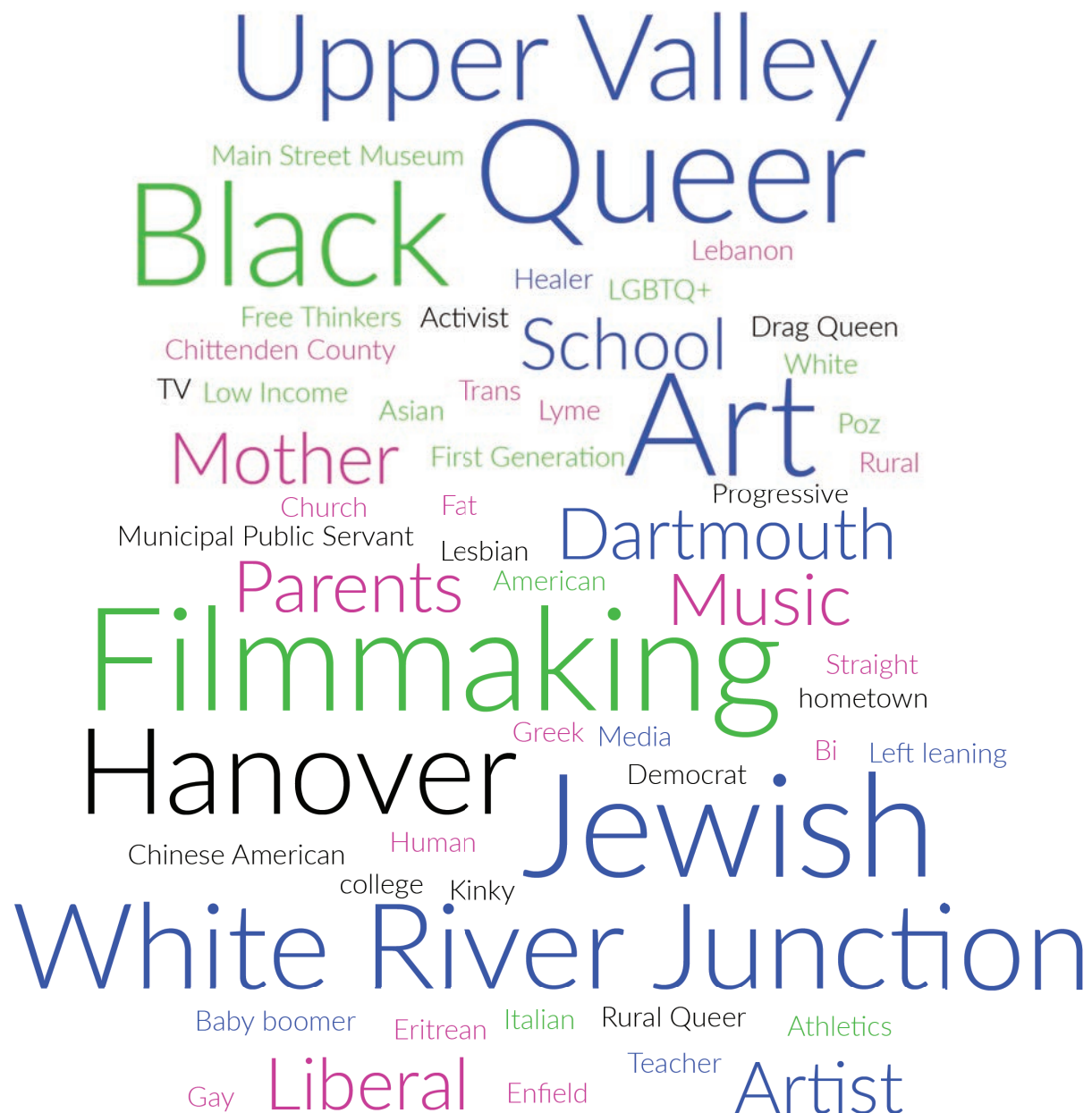
Local government officials provided a lens into CATV's political content from the perspectives of partner government offices and direct content contribution. Our interviews strived to understand political structures in the Upper Valley, the role of local media within local politics, and experiences of (mis)representation.



Interviews with **content contributors** sought to understand the experience of becoming acquainted with CATV staff and resources and producing content from start to finish. We engaged with contributors to learn about their experiences as both members of the Upper Valley's communities and experienced local media creatives. We discussed representation, highlights and road blocks in their process, and suggestions for CATV's future projects.

WHAT ARE YOUR COMMUNITIES?

We asked every single person we interviewed and surveyed how they identify and where they find community. Here is a compilation of all the answers: the bigger the word, the more often it was said.



CATV STAFF

CATV's staff share a desire to evolve and better serve their community. The organization recognizes the fragmented media landscape it exists in which often grabs potential viewers' attention away from local media. Although they are expected to compete with these platforms, they find most value in impact on the Upper Valley community rather than numbers. We found through our research that the five-person staff is called to "wear a lot of hats" as they continuously find new responsibilities and put out new fires. As CATV finds where it fits into Upper Valley lives and media patterns, we found that some staff members yearn to include and nurture as many creators as possible while others wish to polish and perfect their content. It has become clear that creating a collective vision is necessary so that the organization can focus its energy towards common goals.

KEY QUOTES

"CATV wants to **reintroduce ourselves to the community**, to allow people to see us in a new light and as a resource."

"Just because we go out and cover events, doesn't mean people are engaging with us, **we are engaging with them.**"

"What matters most is the **depth of connection and quality of attention** [with CATV content]."

"The inconvenient and brutal truth is that [community members] have **more entertaining options [than CATV].**"

"Eventually you'll end up with [local government] representatives that know that **no one is watching** and that's when things get bad for the people they are serving."





AFFINITY GROUP LEADERS

It is impossible to create a single narrative across the affinity groups we spoke to. All of these organizations (WISE, Upper Valley Haven, Hartford Dismas House, Vermont Professionals of Color Network, Pride Center Vermont, Black Praxis) embody specific lived experiences within the Upper Valley and Vermont/New Hampshire at large that we do not want to diminish. That being said, we found that members of the Upper Valley treasure the community they live in while others are consistently challenged by its constraints. We also learned that local media is a critical tool for spreading the work of local affinity groups, but that affinity groups are unaware of how they can incorporate resources offered by CATV into their work. However, local media can, and has, created harm by betraying the trust and privacy of marginalized community members. We found this to be especially true for BIPOC, queer folks, formerly incarcerated people, and those who have experienced gender-based violence. These are all considerations we will keep in mind as we continue to speak with affinity groups.

The following quotes exist in conversation with one another, some of which may contradict others based on personal experiences within the context of VT/NH and local media.

KEY QUOTES

*“There are so many organizations, nonprofits, and social groups here. We all lean on each other and reach out for resources, it’s not competitive in nature. We **work together for the Upper Valley community.**” - Dismas House*

*“[...] it’s hard for BIPOC to identify themselves. **There’s a safety component;** people are tired and don’t want to have to stand out because they do every day on the street. People just want to keep their heads down.” - VT PoC Network*

*“Part of our advocacy work is to **reach out to local news outlets** and explain why [a certain piece] is problematic and how to grow.” - WISE*

*“I had been lacking a space like this [community]. There was a **lack of coming together for pride and joy...** people were brought together out of desperation to have community, be seen, and for protest.” - VT PoC Network*

*“The Black Praxis podcast team would be interested in connecting with CATV, but we didn’t even know this was a possibility, **we thought we had to do it ourselves.**” - Black Praxis*



COMMUNITY MEMBERS

We considered the following quotes in the larger context of the Upper Valley, informed by what we have learned from affinity groups and CATV staff. We noted that feelings of unsafety, isolation, and stratification are more common within the Upper Valley than we may have expected. It was apparent that echo chambers are also present, allowing residents to exist in comfortable bubbles without considering how they contribute to exclusion.

KEY QUOTES

"I want to see LGBTQ+ people represented in everything, **not just a little box.**"

"I'm not really sure who is being represented well or not represented well because **I don't pay enough attention.**"

"Socializing is a wonderful bridge that makes people forget about their socioeconomic status, religious identity, and race. The Upper Valley just **doesn't have enough of those opportunities.**"

"Some people **don't want to consume something if it doesn't support their views.**"

"I'm **not part of any specific communities** in the Upper Valley, but I am from here so I feel a general part in the community."





LOCAL GOVERNMENT OFFICIALS

We interviewed two government officials to better understand how local politics interact with local media. A portion of CATV's viewership engages with their 1085/1170 channel, so these interviews gave us insight into how CATV's coverage of local politics shapes their interactions with local government representatives and their constituents. Due to our limited number of interviews, we chose to incorporate the takeaways from these interviews as general considerations rather than defined insights. From these interviews we learned that local news outlets are important for Upper Valley community members to access their local government proceedings and feel engaged in the community by doing so. Most importantly, in diving deeper into the histories between local government offices and CATV reinforced that the organization best engages with the community through forming deep interpersonal connections that provide the potential for present and future collaboration.

KEY QUOTES

*"From a local government perspective, traditionally, [...] we relied on our **public access tv to be the videographers of our public meetings**, broadcast them, and then our newspaper and tv media would be there to provide the community with an **update on the issues** that came up in the meeting for those who weren't there."*

*"Because CATV has a **wider footprint than just Hanover**, that's why having them get the word out is important to us."*

*"Town meeting **attendance is going down** and I think that's in part because there is **less media coverage**."*

*"It would make more sense to have a **relationship with CATV** than hire somebody full-time [for video content]."*



CATV CONTENT CONTRIBUTORS

The contributor interviews were important for us to understand how community members typically first become involved with CATV —their different services and educational resources— any roadblocks that may have emerged from their experience working with CATV, and gather suggestions on any possible improvements that can be made to the process of collaborating with CATV. Many contributors first engaged with CATV through personal contacts with the staff or by seeing flyers and curiously walking into one of their locations to learn something new. From these five interviews, we learned that physical space is essential to familiarizing the community with the resources offered by CATV. Additionally, many contributors expressed being open to more diversity in their content with CATV, but don't necessarily know where to start. This pushed us to recognize that because there is little participation from underrepresented communities in local media, we potentially run the risk of tokenizing the few who are willing to engage with CATV. These observations encourage us to consider approaches that incorporate considerations of how we can use physical space to encourage community engagement and ensure that we don't participate in the tokenization of underrepresented groups.

KEY QUOTES

*"There are plenty of people who are gonna get super interested and use whatever there is out there [in CATV's new location] to **give voice to their to their ideas** and their imaginations."*

*"I believe in a wondrous intellectual mind, meaning that I enjoy sharing space, **'hanging out', to build mutual understanding.**"*

*"I wanted to illuminate voices that I don't regularly encounter and to do a better job at this. I want to work with Abenaki artists, **but have not been able to.**"*

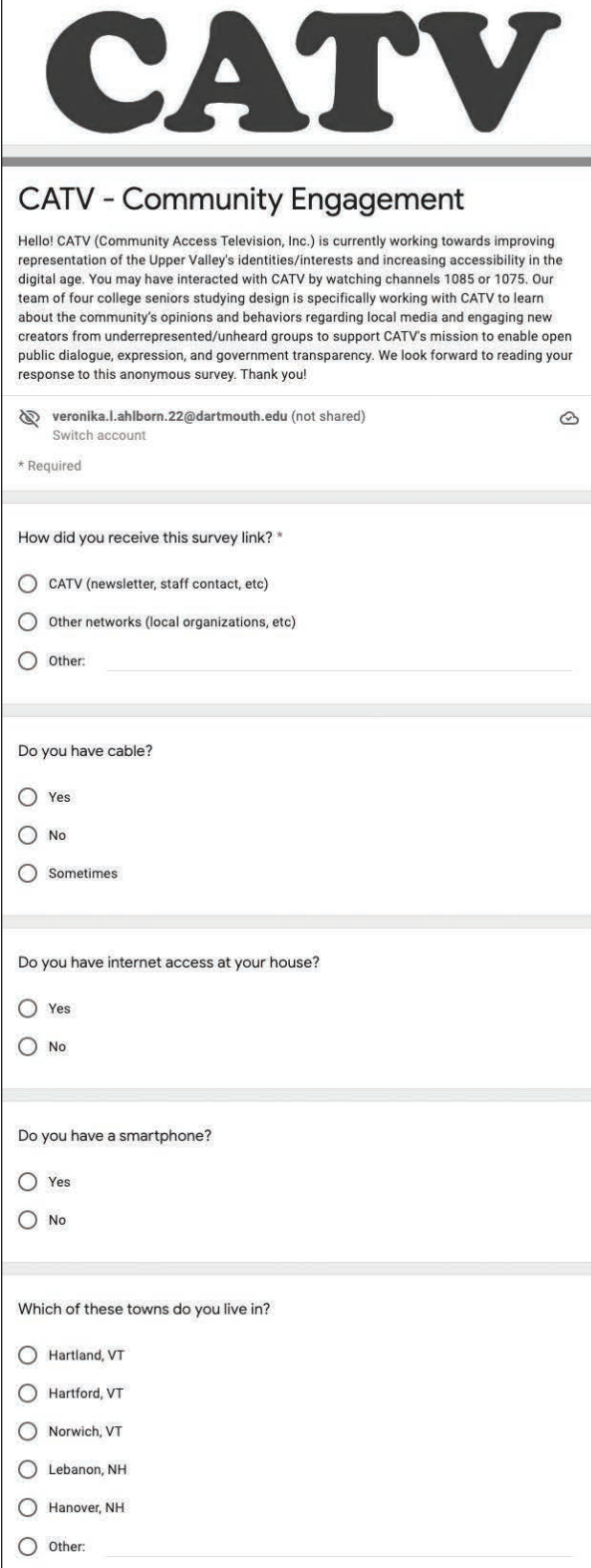
*"It would be nice, since there is not much diversity in this community, to have underrepresented people talking about things that are **not that emotionally charged**; possibly they might feel more **comfortable** talking about something like that."*

SURVEY

We crafted an online survey to informally engage with the greater Upper Valley community. All questions apart from “How did you receive this survey?” were kept optional to encourage any level of participation, while keeping note of effective routes of communication and potential resulting biases. The survey asks participants about access to cable television, internet, and smartphones to gauge how they might access local media. We also ask them about demographics such as age, race/ethnicity, town of residence, gender, and pronouns. Importantly, the survey asks participants about communities they identify with, their knowledge of CATV, and their involvement with local media and local politics— as creators and/or audience members. The survey was shared by CATV via their newsletter and by leaders in some of the affinity groups we have spoken to.

Most participants received the survey through CATV’s newsletter, but many also learned of it through affinity groups and community members. We acknowledge that this may sway positively towards CATV, but came to find that this fact was useful in pointing out discrepancies between our expectations of CATV subscribers and the realities of their quality of engagement.

We categorized our findings into four themes: **demographics**, **media interaction**, **engagement with CATV**, and **local politics**.



The image shows a screenshot of a web-based survey titled "CATV - Community Engagement". At the top is the CATV logo. Below the title is an introductory paragraph explaining the survey's purpose: to improve representation of the Upper Valley's identities/interests and increase accessibility in the digital age. It mentions that a team of four college seniors is working with CATV to learn about community opinions and behaviors regarding local media and engaging new creators from underrepresented/unheard groups. The survey is anonymous, and participants are thanked for their response.

Below the introduction is a user identification section showing the email "veronika.l.ahlborn.22@dartmouth.edu (not shared)" and a "Switch account" link. A note indicates that the following question is required.

The first question is "How did you receive this survey link? *", with three radio button options: "CATV (newsletter, staff contact, etc)", "Other networks (local organizations, etc)", and "Other:" followed by a text input field.

The second question is "Do you have cable?", with three radio button options: "Yes", "No", and "Sometimes".

The third question is "Do you have internet access at your house?", with two radio button options: "Yes" and "No".

The fourth question is "Do you have a smartphone?", with two radio button options: "Yes" and "No".

The fifth question is "Which of these towns do you live in?", with five radio button options: "Hartland, VT", "Hartford, VT", "Norwich, VT", "Lebanon, NH", and "Hanover, NH", followed by an "Other:" label and a text input field.



DEMOGRAPHICS

Our largest demographic groups were participants in their 50s (72% were older than 40), non-Latinx white folks (95.7%), cisgender folks (90%), and people with no cable (68%). This data dispelled the initial assumption that older audiences may rely on cable over internet access and smartphones. It also reiterated how largely homogenous CATV's area is and that reaching perspectives from those currently underrepresented would require more of a push, perhaps beyond surveying.



MEDIA INTERACTION

We realized that the most common avenues of general media consumption was online video (YouTube, online broadcast) and audio (radio, podcasts, audiobooks). For those who create media, the most used mediums align - YouTube and radio/podcasts. It's important to note that for local media specifically, fewer people reported engaging with audio and more connect through social media instead. Surprisingly, we found that many people in the Upper Valley look to listservs to keep in touch with the area's happenings. Most people have been interviewed by media, but didn't specify whether it was a negative or positive experience. Participants expressed wanting digestible local politics, profiles on local people, and information about community events.



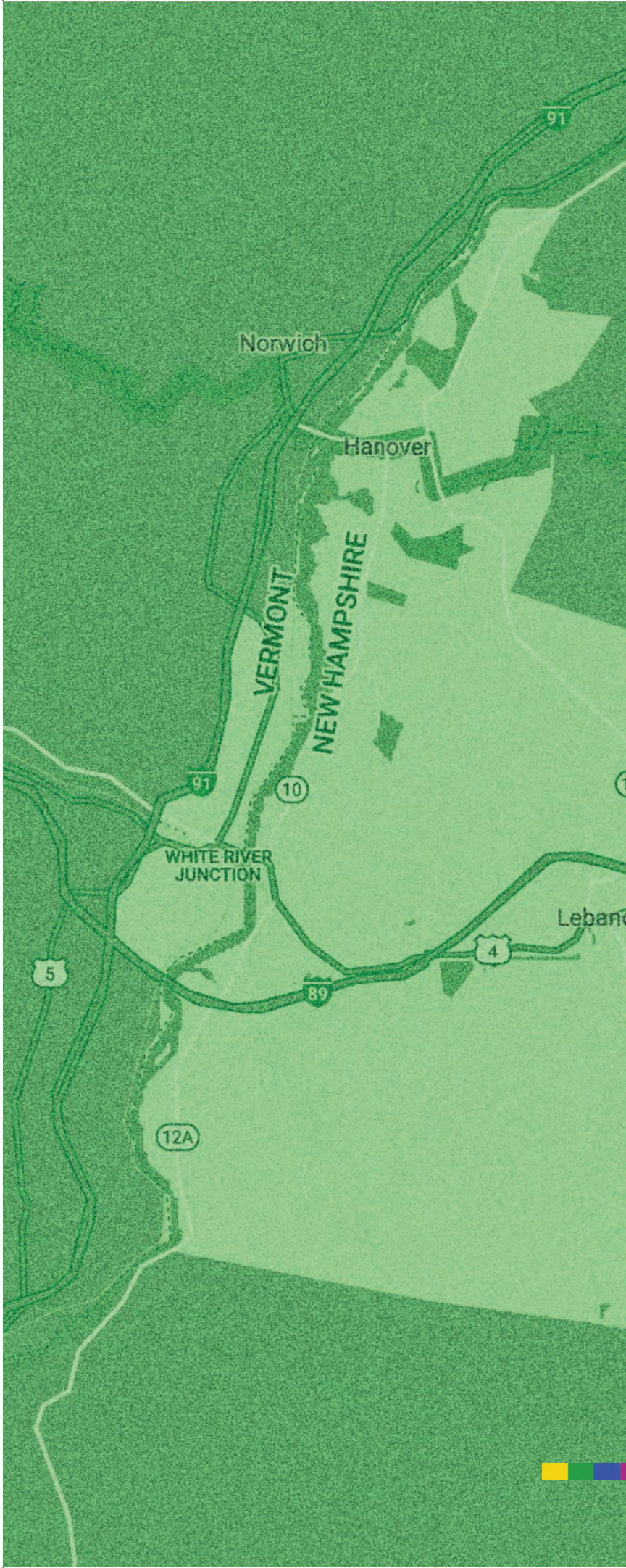
ENGAGEMENT WITH CATV

Despite 60% of participants having received our survey directly from CATV's newsletter, we came to find that an overwhelming majority do not actively engage with the organization's content. When asked how often they watch/listen/stream CATV, 88% responded "rarely" or "never" and 0% responded "every day." One participant had not realized CATV had a website until taking our survey, while three participants named specific staff members that they were acquainted with. This information allowed us to conclude that unless they have a personal connection to the organization, most people either know very little or nothing about CATV and their content. These findings uncovered that the bridge between their 900+ person email list and their content is largely untapped, despite several participants mentioning the usefulness of listservs.



LOCAL POLITICS

When asked about involvement in local politics, 78% participants responded; most of which stated they were in some way involved. Understandings of participation vary between voting, volunteering, and engaging in consistent activism. We were able to discern that most participants engaged in passive forms of participation.



WHO DID WE MISS?

While analyzing our survey data, we considered who we did not reach, ultimately defining who was not yet part of the conversation. Some groups we did not reach in our survey process include: consistent creators of local media content (especially at CATV), Upper Valley residents without internet access, people 35 years old or younger, transgender folks, BIPOC, Latinx folks, people who regularly engage with CATV and activists involved in local politics.

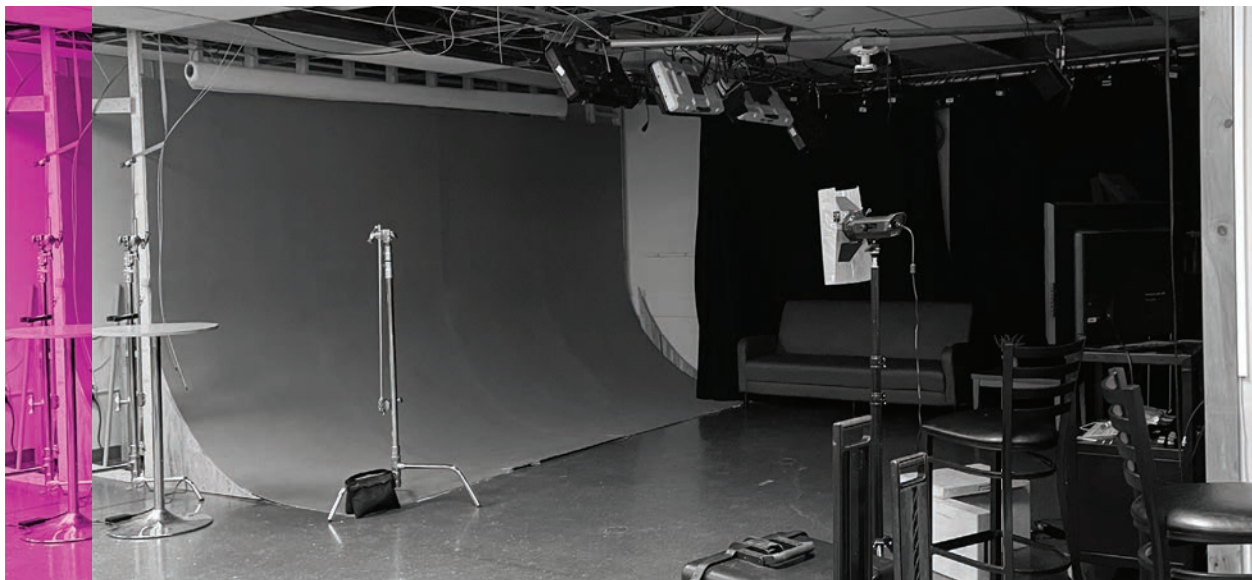
Note: Our research and conversations with our project partner led us away from expanding the survey's reach (i.e. distributing physical copies at local organizations and businesses). However, we learned invaluable information that laid a foundation for our understanding of the roles played by local media and CATV in the Upper Valley. These data encouraged us to engage in more interviews with members of groups we had not yet reached (i.e. BIPOC, CATV creative contributors, local government leaders, etc.)



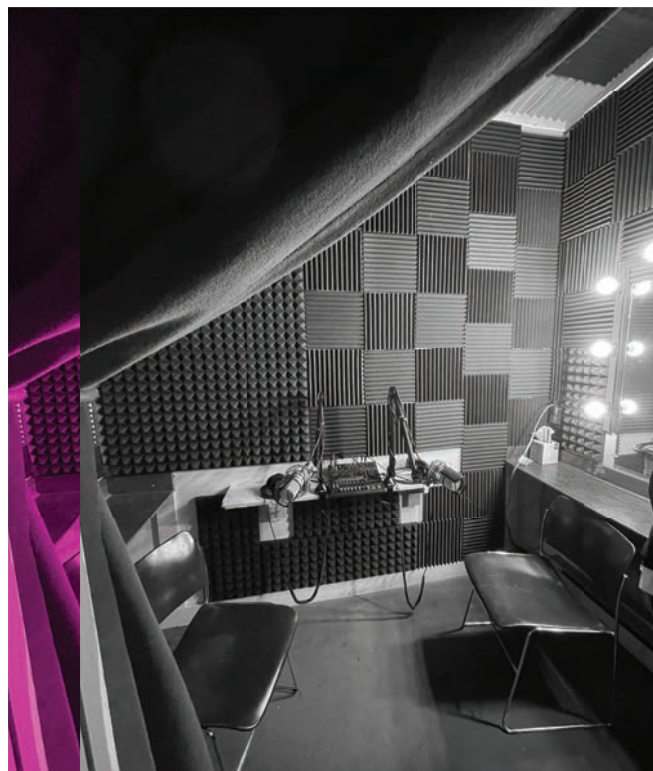
SHADOWING

We visited the CATV locations and spoke to the core staff at CATV to gain a better understanding of CATV's mission and how they operate. In late January, we visited the CATV location at the Briggs Opera House in White River Junction. While there, we met with three staff members, Jordyn, Samantha, and Chico, in person. We toured the office and event space, their podcast recording studio, and their computer/server room. We also recorded a promotional video of us asking CATV viewers to participate in our community survey and individual interviews, which was highlighted on the "Re-designing CATV" page on the CATV website.

Later, we visited CATV's second location at the Hartford Area Career & Technology Center. While there, we walked through the experience of community members getting involved with CATV, including how they sign up and learn about video-making and editing. We also learned about their workshops for kids and adults.



From this experience, we were able to situate CATV physically and gain some insight into its internal structure. We learned about how CATV broadcasts their content, how their media labs work, and more about the roles of the CATV staff. We learned that one of their staff members, Chico, provides a lot of what CATV offers. He is in charge of the technical aspects of broadcasting, teaches community members how to create and edit content, and helps run the summer camps, making him pretty indispensable to CATV. We also discussed the relationship between Dartmouth and the Upper Valley community; Dartmouth serves as a primary source of diversity in the Upper Valley and there is an opportunity here for bridging the gap between the Upper Valley and Dartmouth through CATV. There is also an opportunity for using the physical space of CATV, both through events and through their podcast studio.





During one of our site visits, we were able to go through the process of making content with CATV by recording promotional content to get community members involved with the work we are doing at CATV. Supported by one of our CATV partners, Jordyn, we created a script, filmed the video, and published the call to action to gain access to viewers who are engaged with CATV through their cable channels and Youtube. Going through this experiential learning process highlighted the importance of technical familiarity in creating content with CATV and pushed us to consider how this can potentially limit community members from being able to use CATV facilities and resources.

Screenshot of our video and call to action on CATV's website

CATV
[Watch](#)
[Listen](#)
[Learn](#)
[Make](#)
[About](#)
[Contact](#)
[Weekly Highlights](#)
[Re-designing CATV](#)
[Support](#)

Will you help us design a more inclusive and accessible CATV?

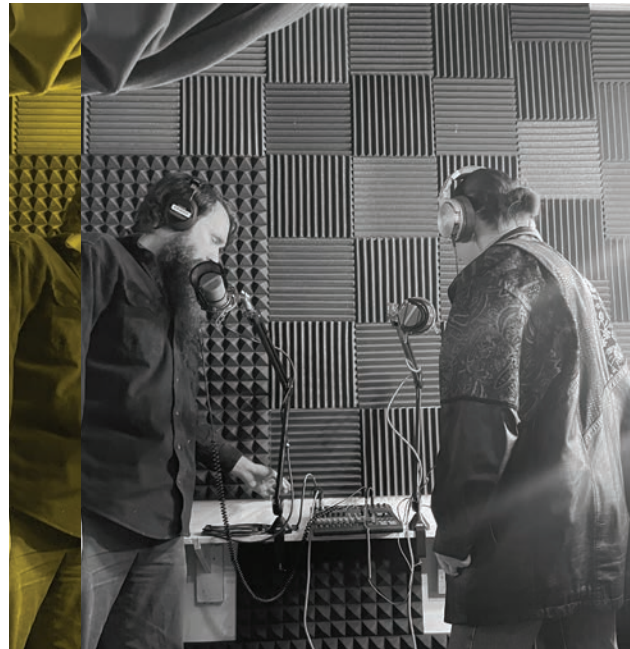
CATV is working to improve representation of the Upper Valley's identities/interests and increase accessibility in the digital age. Four seniors from the Human-Centered Design program at Dartmouth have partnered with CATV to research the community's opinions and behaviors regarding local media to engage new creators and audiences from underrepresented and unheard local groups.

Will you complete this brief survey to help us design a better CATV?

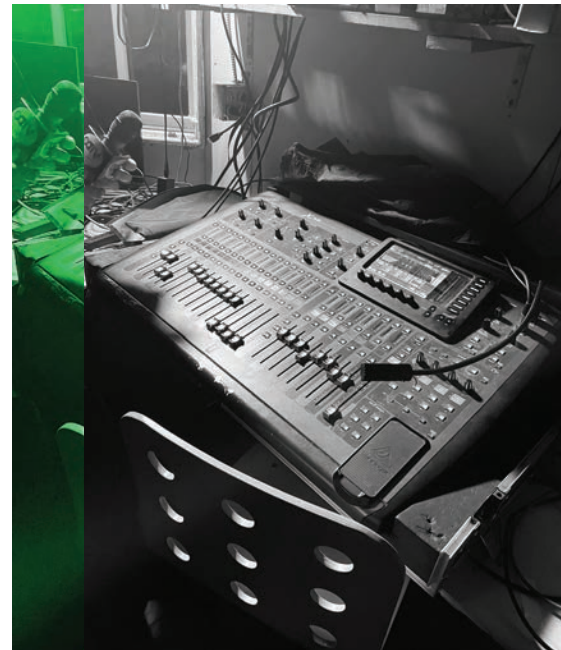
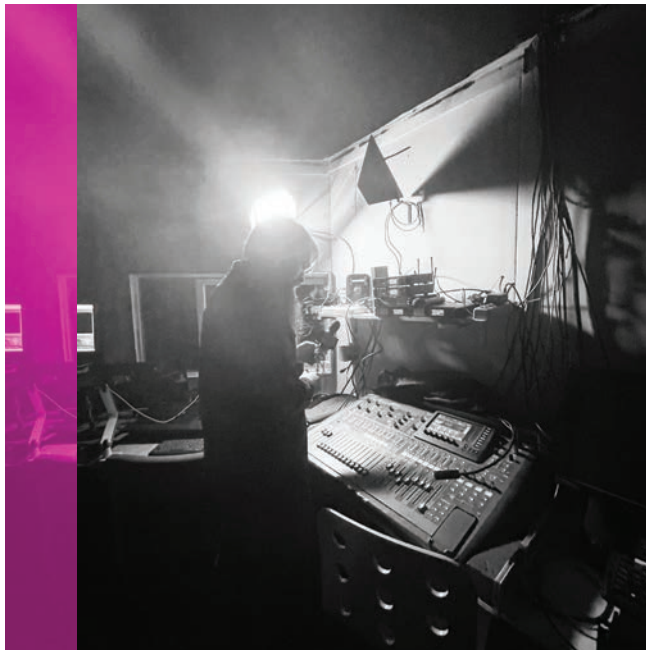
Thank you for supporting CATV's mission to enable open public dialogue, expression, and government transparency!

LOCAL MEDIA SURVEY

During one of our site visits, we were able to go through the process of making content with CATV by creating promotional media to get community members involved with the work we are doing at CATV. Supported by one of our CATV partners, Jordyn, we created a script, filmed the video, and published the call to action to gain access to viewers who are engaged with CATV through their cable channels and Youtube. Going through this experiential learning process highlighted the importance of technical familiarity in creating content with CATV and pushed us to consider how this can potentially limit community members from being able to use CATV facilities and resources.



Additionally, we saw how the audio can be managed on the microphones in the opera house, and we learned how to use the portable recording equipment. The “portable podcast studio” comes with two microphones and a handheld recorder, all wireless, and anyone can call to check it out from CATV. The recorder is much more straightforward to use. The sound quality is just as good as the in-house podcast studio, however the microphones are lower quality and it is hard to find a better place than the CATV studio with sound dampening. Lastly, we learned more about how a podcast makes it from a recording to the CATV website: the editing is very simple in that CATV does not usually cut out parts from the recording to “tailor” it, and it is primarily done by another part-time CATV employee.



CATV WORKSHOPS + EVENTS

Our team attended several events and workshops hosted by CATV to further immerse ourselves into the organization's approach on community outreach, collaboration, relationship-building, and media education. We strive towards a proposed design that fits into the ecosystem of CATV's existing structures while expanding its current boundaries. We believe this is effectively achieved by learning through experiencing as participants and community members.

OSHER DOCUMENTARY WORKSHOP

We attended one session of an 8-week-long documentary-making course in collaboration with Osher Lifelong Learning Institute. The workshop took place at the Briggs Opera House and had four participants. It was seminar style; everyone showed or discussed what they have been working on and all the other participants, including the instructor, provided personal and pointed feedback and advice to each other. It was conceptually a high level film class, but when it came to learning about the editing software at the end of the workshop, the instructor taught at a very beginner level technically, which perfectly matched the demographic of the participants. Everyone was very close and comfortable with each other, as they were already four weeks into the course, and everyone was extremely engaged.

DIGITAL EDITING JAMLAB

We attended an in-person workshop on digital video editing. The workshop was at CATV's Briggs Opera House location and was taught by a documentary filmmaker and media producer. She started the class by having everyone introduce themselves and what they are working on before doing a short powerpoint overview of digital editing. The majority of the workshop was dedicated to independent work, where we all were able to spend time editing our individual projects. At the end, we all shared what we had been working on. The atmosphere was very casual and there wasn't a lot of formal instruction on video editing, rather the instructor was available if we had any questions arise during our process.



DIGITAL MUSIC PRODUCTION JAMLAB

The only virtual workshop we attended was the Digital Music Production jamLAB. This workshop was less formally structured than others with a more casual feel. The instructor had us all jump into the software, Ableton, right away. As we navigated through the technical portion of digital music production, the instructor also explained more about the concepts and theory behind digital music. First, we were given a chord progression and melody to copy from the instructor, then all participants could add whatever personal touches they wanted to make a song of their own.

FRIENDS OF HANOVER LACROSSE

We attended the Friends of Hanover Lacrosse event to better understand the dynamics between CATV and community members during community events. The workshop took place in a Frances Richmond Middle School auditorium full of middle, high, and college students, along with other community members. The event was a structured conversation between two indigenous panelists and a moderator covering the history of lacrosse as an indigenous medicine game. This event helped us frame CATV in the context of the community: a media organization that community members rely on to cover intimate community conversations. It was important for us to see the moderator shout-out CATV for covering the event at the beginning and to later understand how CATV is initially involved in community events. From this, we were able to make suggestions to change CATV's outreach strategy.

SUCH WOW

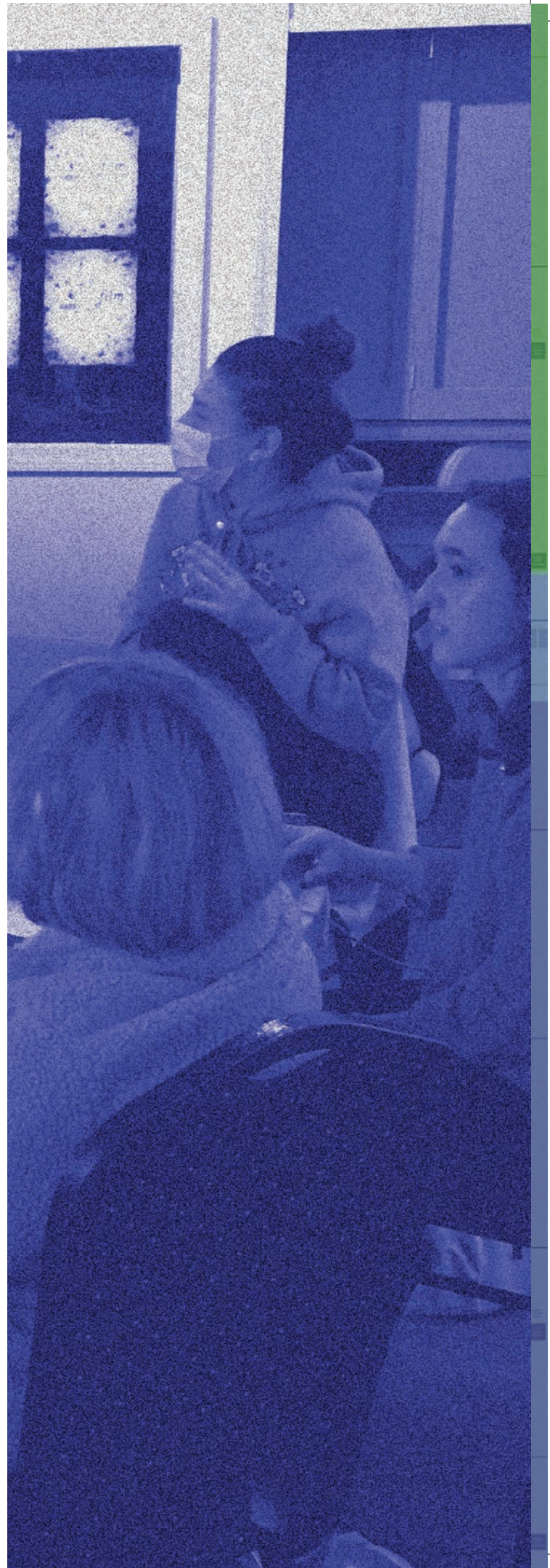
Our first immersion into CATV's community-centered events was through the light-hearted, laugh-filled Such Wow. CATV captioned the variety show-meets-open mic night as a chance to "see local people reenact and reinterpret things from the internet." The Briggs Opera House stage was dressed with mannequins wearing wigs of tulle, a full band set, a table for audience members to become game contestants, and a backdrop of rainbows and cat gifs. This event was casual with a mix of performance, competition, and comedy acts – many of which were spontaneous decisions. Spectators called out to and conversed with performers while they were on stage. Engagement was high in an environment that felt like being amongst friends.



KEY TAKEAWAYS

From attending these workshops and other CATV events, we came up with a few main takeaways:

- CATV fosters close, tight-knit environments in all of their events, which we want to continue to replicate. Most of their events were pretty small and had a feeling of familiarity and community.
- CATV is not afraid to think outside the box. From these events, we experienced that CATV is open to creative and more “out-there,” quirky ideas.
- We need to keep in mind the conceptual level vs technical experience when making our workshops. People’s conceptual understanding of a topic may be different from their technical skills, so it is important to be able to meet people where they are.
- The instructor makes the workshop what it is. The workshops are highly dependent on how the instructor decided to structure it and their teaching styles.
- CATV can partner with marginalized communities and it can be a success!



ANALYSIS

Survey Questions

Types of media consumed...

Interviewed by local news? For what?

How they consume local media...

Created/Recorded any media?

Wish to

Wish to see in media about local community...

Involved in local politics? In what ways?

What they know about CATV...

Do you watch CATV?

Anythin

Anything we missed?

How they received the link...

Cable?

Internet Access?

Smartph

Smartphone?

Where they live...

Age

Gender / Pronouns

Race + E

Race + Ethnicity

Communities they identify with...

Watch local news?

Experiences w/ local media?

Types o

Types of media consumed...

Interviewed by local news? For what?

How they consume local media...

Created/Recorded any media?

Wish to

Wish to see in media about local community...

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Anything we missed?

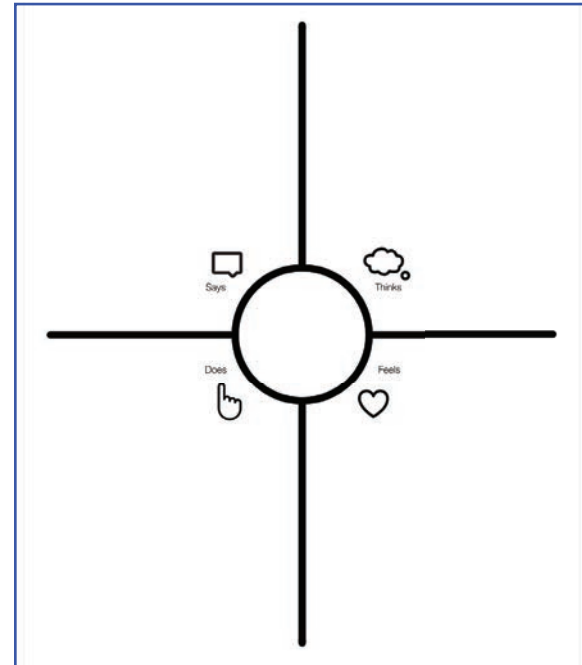
ANALYSIS

After conducting background and field research, we carefully organized the information to identify concrete observations and strengthen our understanding of CATV, local media, and their community impact. For individual interviews, we utilized **empathy maps** to further comprehend interviewees' experiences and expressed needs. Affinity group interviews were organized in **adapted value proposition canvases** focusing on three major aspects: organization goals and motivations, positive experiences with local media and the Upper Valley, and negative experiences with local media and the Upper Valley. Our survey data was organized onto a chart we created, assigning a unique color to each participant and separating the answers to each survey question.

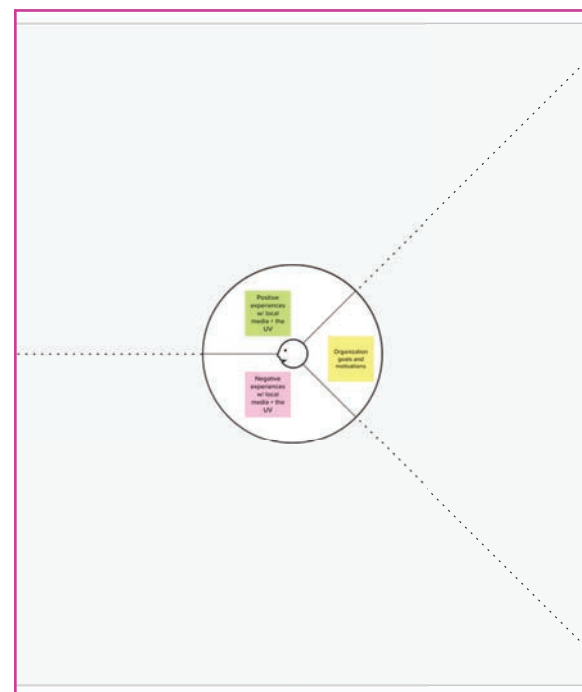
At a micro-scale, these tools allowed us to empathize with our participants personally before diving into larger-scale analysis. At a macro-scale, our analysis created opportunities to easily observe themes within and across different field research groups. The observations we made at this stage informed our analysis and, ultimately, led us to our final insights.

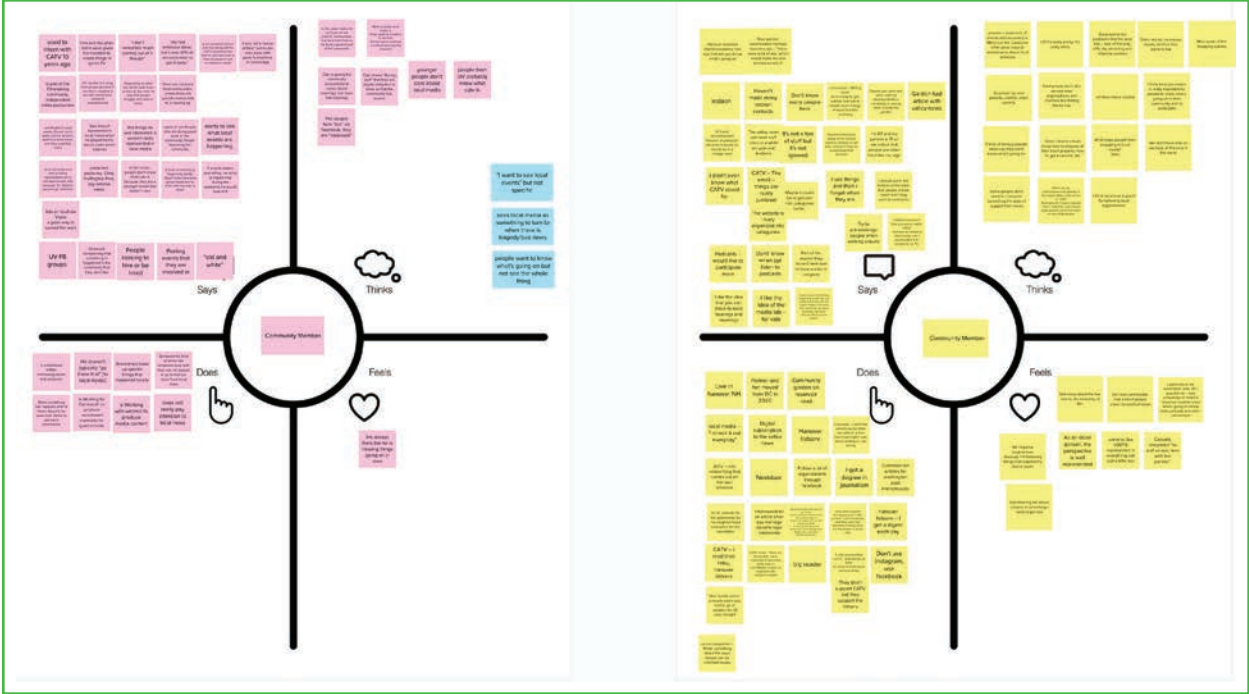
A great deal of our analysis comes in the form of active, intentional team and team-partner conversations regarding the “why” behind each identified observation. We found that thinking through each aspect together led to our most nuanced insights. Additionally, we created several **how-why** ladders for themes and questions that came up during our process. This method pushed us to think more deeply about what CATV currently does, why it matters, and why some of it may not be working.

blank empathy map

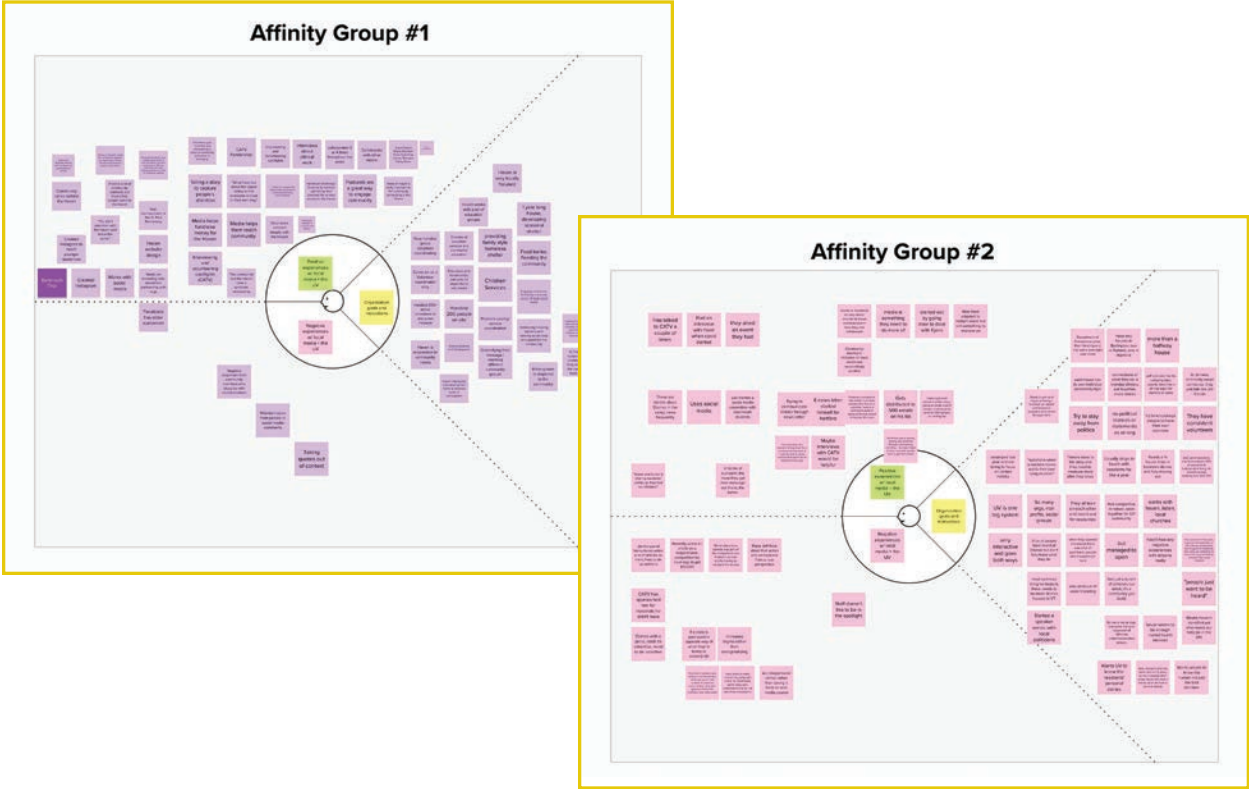


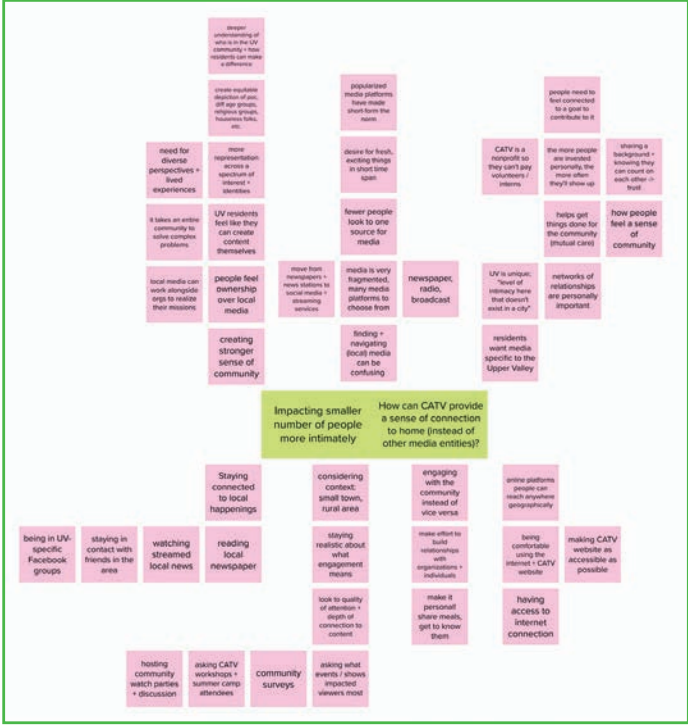
blank adapted value proposition canvas





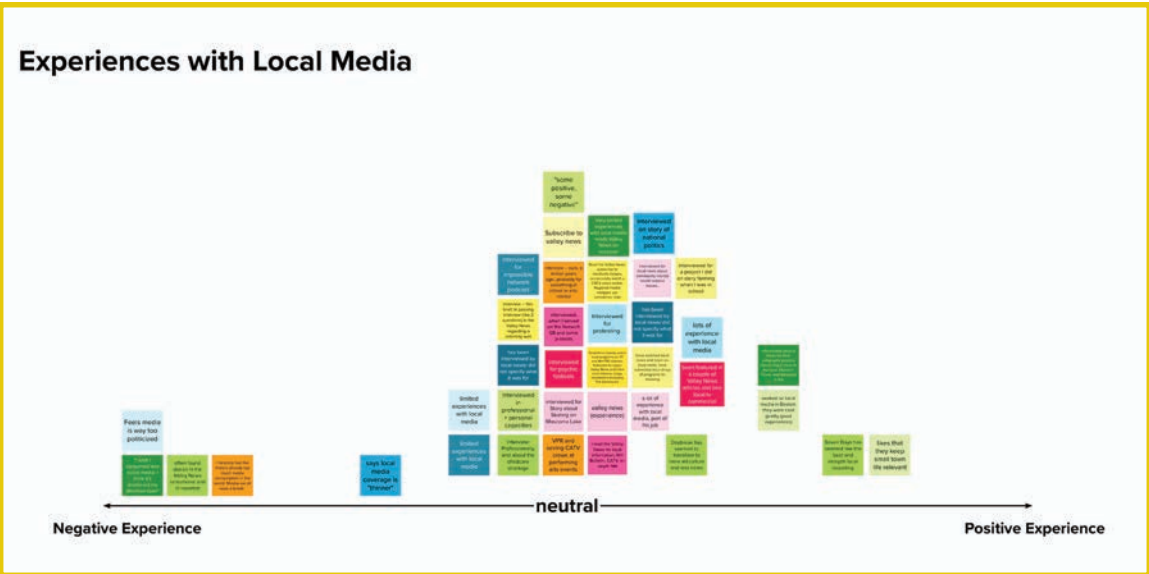
adapted value proposition canvas

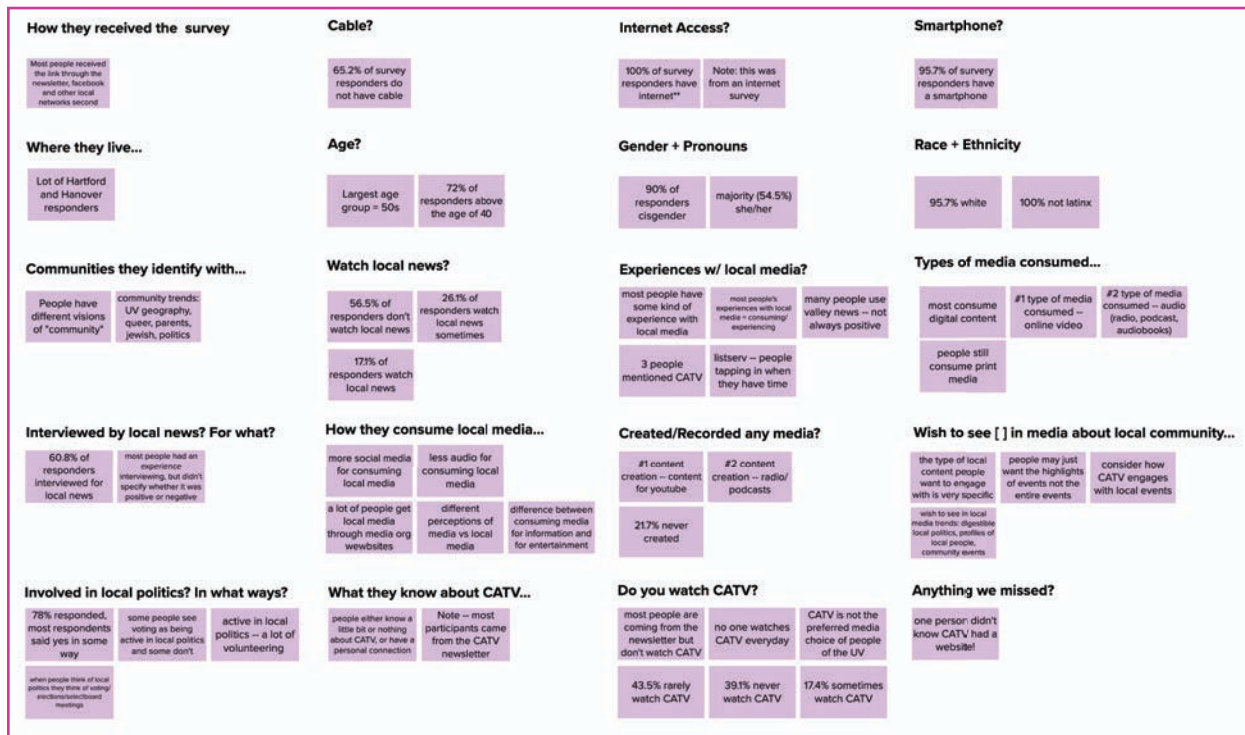




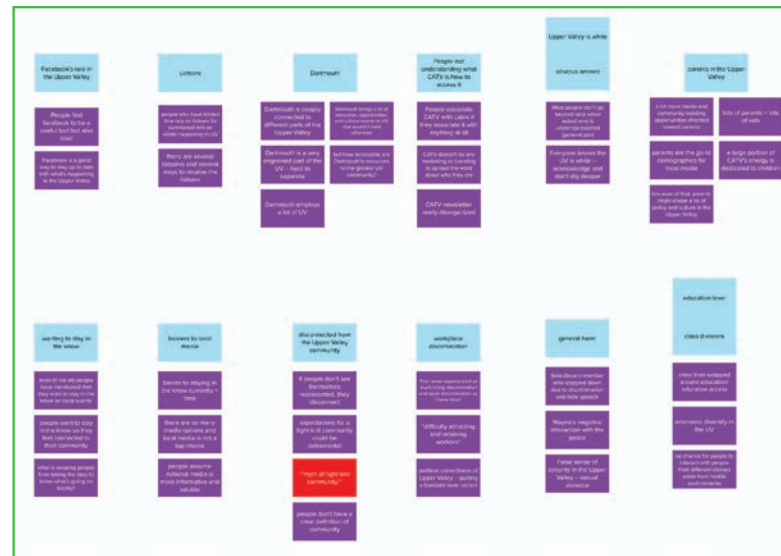
Our survey and interviews also informed an “**experience spectrum**,” mapping interactions between community members or affinity groups and local media. Undergoing this mapping process revealed to us that most people had neutral experiences that did not lead to a relationship with local media. It also shows that more people expressed particularly negative experiences with local media than positive, even when directly asked to provide both.

experience spectrum





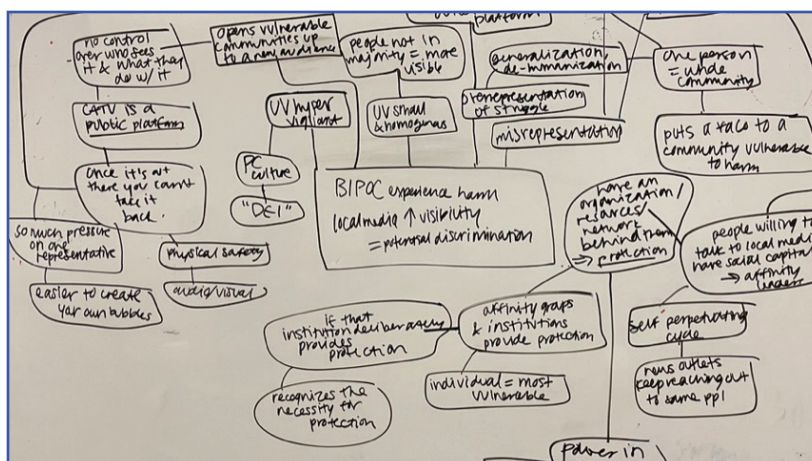
moving from observations to insights



We received feedback for our initial ideas and insights and continued interviews with members of underrepresented communities. To form new insights from this information, we created a mind map centered around a theme we gathered from stories shared by many interviewees. We began with “BIPOC experience harm in the Upper Valley. Local media increases visibility, and visibility means potential discrimination.” We branched out onto factors influencing this truth and the “why” behind them.

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mind map



SYNTHESIS METHODS

DEFINITIONS

ADAPTED VALUE PROPOSITION CANVASES

Traditionally maps out gains, pains, and “customer jobs” in business analysis; adapted to include local media experience and organization motivations and goals.

EMPATHY MAPS

Creates four quadrants for what interviewee says, does, feels, and thinks based on their answers. Eases the finding of expressed needs by summarizing nuanced interview information.

SURVEY RESPONSE ORGANIZATION

A method developed by our team to sift through survey’s responses. We populated sticky notes to understand each participant’s submission as a whole experience. We then created sections for each question and added individual responses accordingly; resulted in a collection of themes and a list of whose voices were missing.

HOW-WHY LADDER

Design tool for the transition between observations and expressed needs to high-level insights. Begins with an observation or need in the center; branches above by asking “why” to uncover latent motivations and goals; branches below asking “how” these motivations/goals are currently addressed and how they **could** be addressed.

EXPERIENCE SPECTRUM

Visual created by our team from stories expressed through our survey and interviews. Maps out experiences with Upper Valley media outlets, from negative to positive.

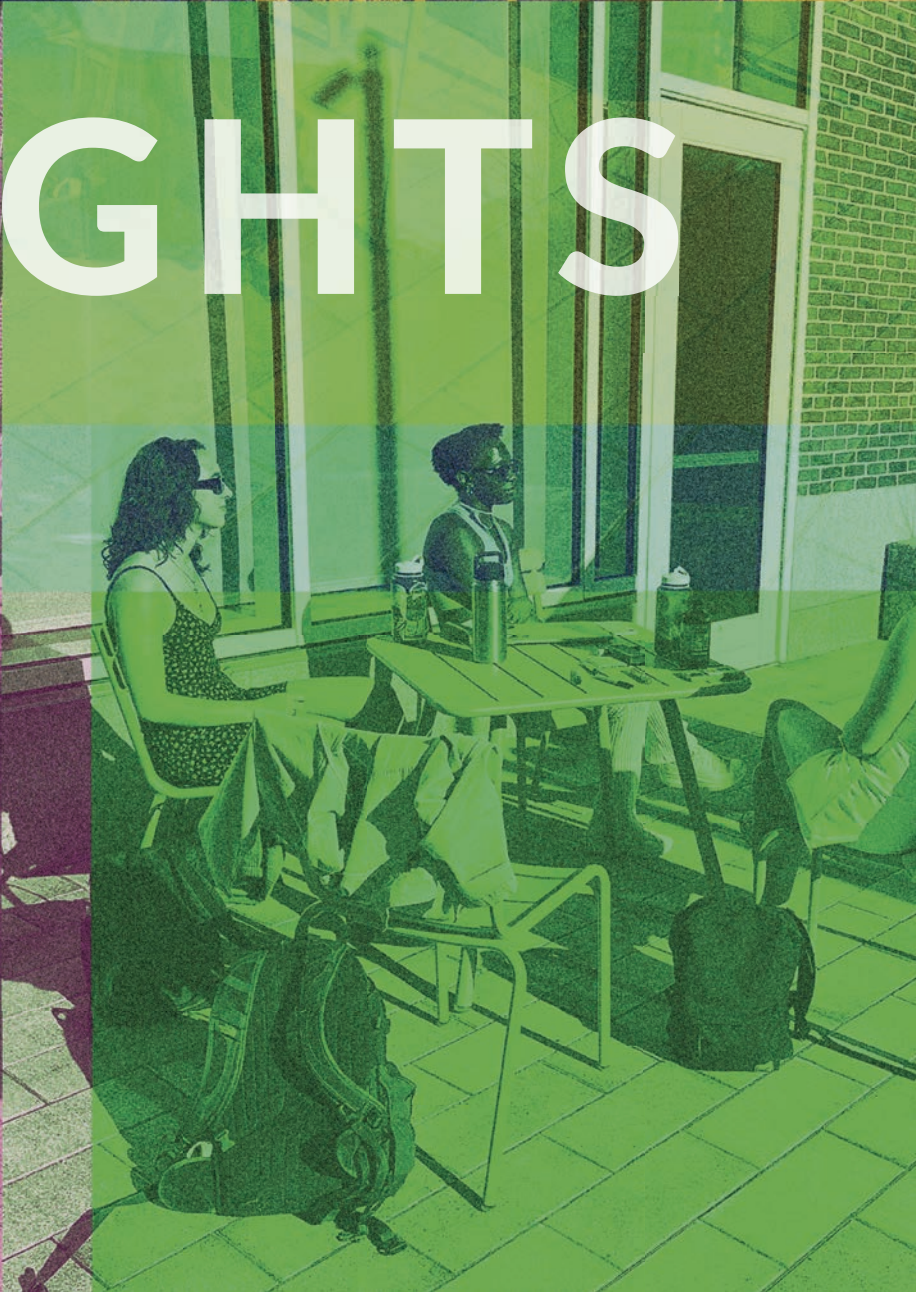
MOVING FROM OBSERVATIONS TO INSIGHTS

Informal method of talking through the influential factors behind observations from interviews by leveraging our developed knowledge of the Upper Valley, its existing communities, and expressed experiences.



MIND MAP

Brainstorming and analysis tool that starts from a central idea and branches off into associated factors, influences, and related experiences. Used to dive deeper into initial observations for the formulation of new insights.



INSIGHTS



INSIGHT #1

The Upper Valley is characterized by its “tight-knit community” that relies on interpersonal relationships. Those who identify outside of these niche circles (such as BIPOC and queer folks) are less likely to engage with community-based organizations such as CATV.

WE HEARD:

*"The Upper Valley is very unique, **there's a level of intimacy here that doesn't exist in a city.**" - CATV Staff*

*"I'm not part of any specific communities in the Upper Valley, but I am from here so **I feel a general part in the community.**" - Community Member*

"One person [of color] said they thought they had found their community [in the Upper Valley], but then those people asked if they had found their community [yet]."
- Vermont Professionals of Color Network

WE OBSERVED:

Interviewees and survey participants consistently mentioned the benefit of being from a small community. Relationships shape the experience of those in the Upper Valley from how residents spend their time, to what content CATV has access to, and who affinity groups collaborate with. As we dove deeper, **many participants expressed lacking a sense of belonging within the Upper Valley's image of closeness.** People of color and the LGBTQIA+ community especially pointed out feelings of being unsafe in Vermont and New Hampshire. Those who feel unsafe are less willing to engage with local media for the fear of emphasis on their marginalized identities which may amplify social isolation. Those who feel underrepresented are less likely to engage to avoid (further) misrepresentation. These two feelings often coincide within residents and affinity groups. We continue to develop a nuanced understanding of what "community" means to each resident of the Upper Valley, recognizing that these visions may clash with each other.

CATV has the platform to expand the Upper Valley's vision of community. However, it cannot be fully utilized without deep acknowledgment of who is kept out and dynamic efforts to build safe environments for community members who wish to engage with local media. If CATV hopes to engage new creators with marginalized identities, its staff must build relationships beyond their current social and professional circles. These relationships will not solve the issue of safety alone. However, we hope they will create opportunities to foster community, support queer and BIPOC creators, and reimagine avenues of media creation that reduce harm.

WE ASKED OURSELVES:

How might we challenge the "tight knit community" identity of the Upper Valley?

How might CATV create its own sense of community?





INSIGHT #2

Participating in local media opens up people with marginalized identities in the Upper Valley to a heightened level of exposure and visibility. This can threaten their safety, especially if they are an individual without institutional support.

WE HEARD:

*"I've never experienced as much **hiring discrimination and work discrimination** as I have here."* - Community Member

*"Students [of color] get harassed by teachers, peers, parents, police. **People don't feel safe and want to get out of the state.**"* - Vermont Professionals of Color Network

*"Once someone's information is out there, **we can't protect them.**"* - Black Praxis

*"I'm not a stranger to racism, but in my 37 years of life, **I have never been told to go back to Africa until I joined the select board.**"* (Vermont Public Radio 2021)

WE OBSERVED:

The Upper Valley is small and racially homogenous, so individuals with underrepresented identities are highly visible and frequently faced with discrimination and a sense of othering. In our interviews with affinity groups and community members, we heard several examples highlighting this reality.

Likewise, participating in local media increases underrepresented individuals' visibility, which can lead to more discrimination and isolation. Once a person's information is out there, individuals have little to no control over who sees it and how it is used. **This heightened exposure creates a spotlight on a person's marginalized identity, which can lead to threats to their physical and mental safety.** We found that the resources and institutional backing of an affinity group or other organization can provide some protection for its members when engaging in local media, leaving individuals without this backing to be most vulnerable to harm. Therefore, we believe CATV's work to increase representation of marginalized groups in media should begin by building relationships with affinity groups. Having an awareness of these dynamics is crucial to creating a successful collaboration that doesn't reproduce harm.

WE ASKED OURSELVES:

How might CATV provide protection to individual media contributors with marginalized identities?

How might we facilitate relationship-building while acknowledging the vulnerability of underrepresented individuals?



INSIGHT #3

People with marginalized identities in the Upper Valley need the scaffolding to build creative confidence in media to have agency over how their stories are told and feel a sense of safety in a historically homogenous community.

WE HEARD:

*“One time a resident was willing to be interviewed, but **the story was put in bad context**. It focused too much on the crime and gave too much information, making the individual really upset.” - Dismas House*

*“The thing that comes to mind with local media and journalism in general is the **ability to twist the story** [...] we’ve run into it several times.” - Pride Center VT*

*“They [community members] comment negatively on social media. The comments create misinformation that we have to correct. **Taking quotes out of context has been an issue**.” - Upper Valley Haven*

WE OBSERVED:

We noticed that within local media, there is an assumption that people want to broadcast their personal stories. While some Upper Valley residents do, **marginalized community members feel safer interacting with local media when they are able to tell their stories in a way that they can control**. Interacting with local media makes these community members extremely vulnerable to having their personal narratives misstold. This led us to considering what kind of spaces CATV needs to foster in order to advocate for affinity groups to enable marginalized communities to tell their stories in a way they have control over and allows them to feel safe.

WE ASKED OURSELVES:

How might CATV foster a media environment that is not harmful or hostile to people telling their stories?

How might CATV amplify voices without taking ownership over them?



INSIGHT #4

Because CATV works to serve such a vast audience across different mediums, CATV ends up spreading itself too thin, and ultimately compromising how effectively it serves any one group.

WE HEARD:

*"With only four people on staff [full-time], **we can only do so much.**" - CATV Staff*

"[We are] trying to make CATV a 'multicellular organism', a media hub." - CATV Staff

*"If I wasn't willing to participate in every step of the process, there would be no way of getting it done because **CATV is too short-staffed.**" - CATV Staff*

WE OBSERVED:

In our conversations with CATV staff, we noticed that they are very eager to serve many members of the community in whichever way they can. To quote our partner Samantha, CATV is "formulating a rebranding vision with as many stakeholders as possible." In wanting to service as many people as possible, they often find themselves spread thin for time and resources. From managing a podcast, developing informal and formal methods of outreach, curating and collecting content for their Youtube and cable channels, to their new vision for a community center, CATV's small staff has immense ambition. In an interview with a community member, who is a queer biracial woman, she described corresponding with CATV staff to have her content air on their platform. After over five months of waiting and sending a follow-up email, she received no response. In conversations with CATV, we realized that because CATV has so many responsibilities and projects, they are **missing opportunities to engage community members who want to showcase their content on CATV.** If CATV's current capacity prevents them from investing more deeply in delicate and attentive relationships with underrepresented groups, there must be an intentional initiative to reinforce their current efforts to improve representation.

In order for CATV to effectively serve community members who are willing to be vulnerable, they have to identify what is essential in their service based on what community members feel a connection to. CATV must have the capacity to meaningfully follow through to meet these expressed needs.

WE ASKED OURSELVES:

How might CATV balance community needs and their capacity to serve?

How might we help CATV be explicit about who they are serving?



OTHER CONSIDERATIONS

From our research, we also observed two other important trends that we wanted to keep in mind for our solution:



TOKENIZATION

- Contributors are open to having more diverse guests on their shows but don't know where to start and they may or may not be willing to do the work to find out.
- People are using their own networks to find their connections but their networks aren't very diverse → The few people with minority identities in these networks are in high demand, according to a contributor we spoke to
- Portrayals of people with underrepresented identities in local media can be tokenizing and/or generalizing of that identity, putting a face to an underrepresented community and opening that vulnerable community up to a new, unknown audience.
- There is power in numbers. Having an affinity group there instead of one person representing a whole lived experience can reduce the potential for tokenization.



PHYSICAL SPACE

- People want this additional technical aspect, the technical can relate to the physical, and that can connect to the physical space that CATV is creating right now.
- People want to learn hard skills, something digestible and tangible.
Many people have heard about CATV through physical fliers or bulletins.
- CATV is opening a new community center on main street to allow for increased physical access.
- There is a sense of community and intimacy that comes from sharing a physical space.

IDEA DEVELOPMENT

find a time
that won't
be demoralizing
for everyone

what if you
also turned
it into a
fundraiser?
Taking out
Ads in local
media

Invite
entertainers
from local areas
to perform +
support artists!

why am I
- consid
frequen

Collab
Hamburg
Dartmo
Clubs

PEOPLE
OFFENDED IF
THEIR CONTENT
HIGHLIGHTED
HIGHLIGHTED

How would this
idea inspire
others, especially
young people, to
join in on LARV
content?

make it
that way?

Is a single
event, it's risky re
it enough to gain
community involve-
ment, people may
not be able to
attend

free d
appropr
for a
camp

potluck or
ask local
businesses to
donate, or give
food ad time

Does
LARV need
an event
like this?

How might this idea fail?

If there's no
it's harder to
run out, it really
find a time
that won't
be demoralizing
for everyone

PEOPLE
OFFENDED IF
THEIR CONTENT
HIGHLIGHTED
HIGHLIGHTED

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event, it's risky re
it enough to gain
community involve-
ment, people may
not be able to
attend

How this idea overcome
those risks or failures?

what if you
also turned
it into a
fundraiser?
Taking out
Ads in local
media

Invite
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potluck or
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Does
LARV need
an event
like this?

Other qu
build

why am I
- consid
frequen

Collab
Hamburg
Dartmo
Clubs



DESIGN PRINCIPLES

The insights gathered across background and field research will continue to inform our design process. To ensure the perspectives we found are kept at the forefront of our approach, we have crafted seven guiding principles for future ideation.

WE BELIEVE OUR DESIGN APPROACH WILL...

explore ways to incorporate people's different definitions of community

address internal structures at CATV to understand why certain groups are less naturally inclined to participate in local media than others

not tokenize a marginalized community member or group

foster an environment where people can feel comfortable being vulnerable

optimize CATV's resources and networks to prevent overwhelming CATV staff and ensuring the longevity of our initiative

create casual, low stakes ways of connecting with CATV

be self-sustaining and evolve with the community's needs

APPROACH FRAMEWORK

OUR INITIAL APPROACH:

In our initial approach, we wanted to focus our work internally, collaborating with CATV to establish a framework that supports openness, safety, and inclusivity and follows a cohesive mission, before connecting with the larger community.



Initially, we identified a three-pronged approach to our potential solutions. We hoped to start by prompting internal reflection on bias and positionality within the CATV staff and CATV as an organization. After laying this groundwork, we wanted to focus on creating opportunities for CATV to collaborate directly with community members so that community voices can be included in CATV's evolving understanding of itself as an organization. Our goal was to redefine CATV's mission and role in the Upper Valley, including aspects like branding and outreach.

PIVOTING

However, due to timing and resource constraints, we are moving forward with an approach that conflates these three prongs a bit more. CATV has a lot of ongoing projects currently, and we want to be cognizant and respectful of their time by creating a solution that is efficient and can build off of an initiative that already exists at the organization. We want to keep our initial approach in mind throughout our design process, and we are now aiming to embed the first and third prong (Internal Reflection and CATV's Mission) into our solution in a more organic way, thus being less time insensitive, but still intentional.



INITIAL IDEAS



CATV: THE PODCAST STUDIO OF THE UPPER VALLEY

We wanted to design a seamless way for anyone in the Upper Valley to create a podcast at CATV's studio. By signing up online or in person, community members can book the studio to start creating their content. Creators would work with CATV producers to learn how to edit podcasts and broadcast through CATV's various media platforms. Each original podcast will announce its partnership with CATV and invite new creators to join!

This idea interested us because many affinity groups we spoke to expressed interest in creating and consuming podcast content. The audio only format of podcasts allows for additional anonymity that will better ensure the safety of underrepresented groups. Additionally, since CATV has a professional podcast studio, we thought this would be easily integrated into their existing services. Moving forward, we want to better understand the process of creating podcasts at CATV and raise awareness about this resource in the Upper Valley.



MEDIA WORKSHOPS FOR AFFINITY GROUPS

By leveraging CATV's existing capacity for workshops, we would be tailoring media workshop topics and sessions specifically to the work of affinity groups. These workshops would create opportunities for CATV to continue establishing itself as a media education space while building relationships with underrepresented groups.

We were excited about this idea because it is a way of building off of CATV's personal interactions with the community and an opportunity to demonstrate CATV's resources to underrepresented groups. Additionally, these workshops would encourage agency in media creation for affinity groups by giving them the knowledge to create content for themselves. Moving forward, we want to narrow down on specific skills and services CATV can provide to generate outreach for the workshops.

CO-CREATION SESSION

Equipped with our two most promising ideas, our team joined the full Community Access Television staff for a feedback and brainstorming session. We set out to understand the nuance of our ideas by filling our knowledge gaps with the staff's experience in community-facing services and local media.

Our previous partner presentation was met with very valuable, but sporadic feedback. Following more observation regarding the staff's communication styles, we developed a more flexible model of participation in hopes of increasing engagement. Our team crafted a co-creation worksheet that prompted each participant to reflect on our ideas in the context of three major considerations: alignment with CATV's mission statement, potential barriers, and the idea's impact on their personal roles (and vice versa).

CO-CREATION SESSION STRUCTURE



Individual Worksheets



CATV DESIGN CO-CREATION SESSION

CATV'S MISSION STATEMENT GUIDING OUR WORK

CATV is a 501(c)3 community-building organization that enables open public dialogue, expression, and government transparency by providing access to the expanding world of media.

Community Access Television (CATV) serves the towns of Hartford, Hartland and Norwich, Vermont and Hanover and Lebanon, New Hampshire. CATV provides a platform to all residents where they can debate local issues, showcase artistic expression and celebrate school and community happenings. CATV also delivers independent access to local political issues through the recording of government meetings.

IDEA #1: CATV AS THE PODCAST STUDIO OF THE UPPER VALLEY

Designing a seamless way for anyone in the UV to create a podcast at CATV's studio. By simply signing up online or in person, community members can book the studio and create their content. CATV producers will help creators learn how to edit podcasts and will broadcast them on their platforms (website, apple podcasts, Spotify, etc.) Each original podcast will announce its partnership with CATV and invite new creators to join!

Why this idea interests us:

- So many people/groups expressed interest in podcasts specifically (both creating and consuming)
- Safety component – audio only
- CATV has a professional podcast studio

(Some) areas to look into:

- Learning more about creating podcasts at CATV
- Raising awareness about this resource

How well does this idea align with CATV's mission?



What potential barriers do you foresee?

How can your role at CATV impact this solution? How will this impact your role?

What else do we need to learn in order to continue toward this idea?

IDEA #2: MEDIA WORKSHOPS FOR AFFINITY GROUPS

Leveraging CATV's existing capacity for workshops by tailoring topics and sessions specific to the work of affinity groups. Creating opportunity for CATV to continue to establish itself as a media education space while building relationships with underrepresented groups.

Why this idea interests us:

- Demonstrate to underrepresented groups the resources they have
- Encouraging agency in media creation in affinity groups
- Building off of CATV's personal interactions with the community





FEEDBACK

This session allowed us to have in-depth conversations about the staff's perspectives on our ideas and **we left focusing on three main pieces of feedback.**

1

It is crucial to address content ownership and potential censorship. The staff pushed us to consider possible boundaries of creator ownership– would affinity groups/creators be obligated to mention CATV services? Would they be expected to stream their content on CATV's platforms? If affinity group work remains entirely internal, what might compensation look like? Censorship brings in conversations on freedom of speech and hate speech- how can CATV ensure content created with their help aligns with their values? What is the organization's role in inclusive representation vs. potential harm?

2

CATV's staff lacks experience in tailoring workshops beyond overarching skills such as "documentary filmmaking." The idea we propose hopes to build skills that directly intersect with an affinity group's mission and current work with a focus on strengthening media agency. Our team is responsible for understanding the needs of affinity groups and gauging how specific workshops will be. These insights will guide our team and our partner's approach to future sessions to improve relevance and impact.

3

CATV staff instantly connected with the proposition to combine both ideas. The approach incorporates what feels most feasible (a focus on CATV podcasts) and what felt most exciting (workshops and relationship-building with affinity groups). This indicates a healthy balance of effort and impact levels that we are excited to move forward with!




The background image shows a workshop or meeting environment. Several people are seated at tables, working on laptops. In the background, a large screen displays a presentation titled "WHY PODCAST?". The screen lists several reasons for podcasting: Monetize?, Deepen brand engagement?, Get your message out?, Express yourself?, Network?, Reach new audiences?, Speak to your community?, and Convert community to customer?. The overall scene is dimly lit, with the primary light source being the screens and the ambient light from the room. A green vertical bar is visible on the left side of the image.

PROPOSED INNOVATION:

PASS THE MIC!

PODCAST WORKSHOPS
FOR AFFINITY GROUPS

The background of the page is a photograph of a person with long dark hair, seen from the side, sitting at a desk and working on a laptop. The person is wearing a light-colored, possibly white, shirt. In the background, there is a large window with a dark frame, through which some outdoor elements like a wheel and a building are visible. The overall lighting is soft, and the image has a slightly desaturated, artistic feel. The text is overlaid on the left side of the image, with the first paragraph in white and the second in a lighter shade of blue/white.

Following co-creation, our team moved forward with combining our two ideas into one. We imagine leveraging the strength of CATV's podcast resources to create a journey of facilitated media skill-building, creation, and post-production. Affinity groups hoping to utilize podcasts as a medium for their work will be given the opportunity to attend a private workshop for leaders and members of their organization. Marion Abrams, a professional podcasting coach, will lead affinity groups through a customized podcasting curriculum to teach them the podcasting skills that are most relevant to the organization's needs. Skills offered include using recording equipment, sound editing, interviewing, choosing a topic, getting your podcast out there, navigating identity in media, and storytelling for social impact. Groups will be able to indicate which areas they are most interested in through an intake form on CATV's website and a live consultation with the instructor. Once the group has completed the workshop, they will be able to use CATV's podcasting studio and equipment to create their own podcast. A staff member would assist the group in editing and refining the podcast and, finally, disseminating the content on their own platform and/or CATV's platforms.

Our team has designed an approach that we hope will feel both feasible for CATV and impactful for the Upper Valley community. We aim to deepen relationship-building between local media and underrepresented groups, challenging historical gatekeeping and current negative perceptions.

The image is a collage of six photographs arranged in a 3x2 grid. The central photograph, which is the largest and most prominent, shows a group of people in a meeting room. Two women are standing at the front of the room, facing a group of people seated around a large round table. The room has a whiteboard on the wall and a clock on the left. The other five photographs are smaller and show different angles or close-ups of the same scene. The word "PROTOTYPING" is overlaid in large, white, sans-serif capital letters across the center of the collage. The background of the collage is a solid color, and the photographs are slightly faded and have a soft, painterly texture.

PROTOTYPING



PROTOTYPE #1

Our first prototype was focused on testing the intake process that affinity groups would go through when signing up for the podcast workshops with CATV. This process would take place on CATV's current website to ease the experience for both the team and affinity group members exploring CATV's resources. Members provide contact information and indicate preferences on variables such as workshop location, content, price per participant, and number of participants. The purpose of this prototype is to gauge interest from affinity groups and understand the nuances of what they would like to see in a workshop built for their needs.

QUESTIONS WE AIM TO ANSWER

- Are affinity groups even interested in this service?
- How would we frame this workshop? What language will resonate with affinity groups?
- What kind(s) of workshop would be most useful?
- Should the workshop be hosted at the affinity group's location or at CATV?
- How much time are affinity groups willing/hoping to spend on this?
- Would affinity group members feel comfortable participating?

MEASURES OF SUCCESS

- Participants respond to our request to test with them (gauge initial interest)
- Expressing willingness to further engage with the idea (i.e. volunteering for workshop pilot)
- Feeling of clarity on what the webpage communicates, offers, and asks for
- Shows interest and comfort in the prospect of engaging with CATV (through debrief)

TESTING

Our team developed two mockup website page prototypes using Figma software. The first experience we designed centers the selection of “modules,” which we define as “a unique lesson covering one particular podcasting skill, like interviewing, that can be chosen among other lessons to build a tailored, comprehensive workshop.” The second asks participants to rate their familiarity with a list of podcasting skills and engage in a mock consultation, which would be hosted by the instructor but was conducted by a design team member for testing. Both variations include a description of our initiative “Pass the Mic!,” a carousel with descriptions of each podcasting skill referenced, and a picture and bio of our instructors.

Website Mockups

Information Section

CATV[Watch](#)[Listen](#)[Learn](#)[Make](#)[About](#)[Contact](#)[CATV Events](#)[Weekly Highlights](#)[Support](#)


Pass the Mic!

Spread your message through podcast production.

New!


Does your organization want to share your message through media? Have you ever been interested in creating a podcast for your organization?

Equip your organization with podcasting and media skills taught by a media professional! Podcasting is a powerful tool for storytelling and advocacy that enables creators to have agency over telling their story, their way. This opportunity will give you and any members of your organization the opportunity to leverage the strength of CATV's podcast resources to create a journey of facilitated media skill-building, creation, and post-production. Collaborating with CATV through this workshop can lead to the creation of your own podcast(s) using our resources.



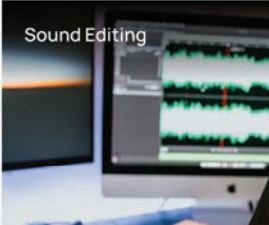
Workshop Skills

Recording Equipment



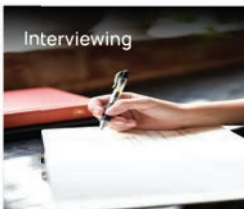
Learn the technical skills of using recording equipment in a podcasting studio.

Sound Editing




Learn how to edit your audio in post production to have a polished and professional final product.

Interviewing



Learn how to prepare for interviews, craft questions, and engage your guests.

Meet the Instructors!



Marion Abrams is a content creation coach & consultant with deep experience in podcasting and video creation. She built Spartan's podcast from an audience of 0 to over 35 million views & downloads, and has worked on a range of projects from social media advisor on a gubernatorial campaign, to creating the documentary film "Flood Bound", to directing TV ads for Vermont Lottery. On her podcast "Grounded Content" she explores what works, what drives customer actions, and where the lines are between persuasion and manipulation. For 30 years she has helped businesses, organizations and individuals clearly convey their message. Today Marion continues to work with Spartan and is a podcasting coach & consultant helping thought leaders, business leaders, and podcast hosts to design and elevate their presence to drive tangible results.

67

coach & consultant helping thought leaders, business leaders, and podcast hosts to design and elevate their presence to drive tangible results.

Register Here!

Register here to sign up for a podcast workshop for your organization and a pre-workshop consultation to tailor the session to your needs.

NAME*

First Last

EMAIL*

CELLPHONE*

ORGANIZATION NAME*

ORGANIZATION ADDRESS*

ORGANIZATION MISSION*

ORGANIZATION WEBSITE/SOCIAL MEDIA

ANYTHING ELSE?

Workshop Content

Check up to three (3) content areas that you wish to learn about in your workshop.

☐ Using Recording Equipment

☐ Sound Editing

☐ Interviewing

☐ Choosing Your Topic

☐ Getting Your Podcast Out There

☐ Navigating Identity in Media

☐ Storytelling for Social Impact

HOW MANY MEMBERS WILL ATTEND?*

HOW MUCH ARE YOU WILLING TO PAY PER PERSON*

\$0 \$15 \$30

LOCATION

☐ At CATV's Briggs Opera House location

☐ At your organizations address

A representative from CATV will reach out to set up consultation.

SUBMIT

Version #1

Version #2

coach & consultant helping thought leaders, business leaders, and podcast hosts to design and elevate their presence to drive tangible results.

Register Here!

Register here to sign up for a podcast workshop for your organization and a pre-workshop consultation to tailor the session to your needs.

NAME*

First Last

EMAIL*

CELLPHONE*

ORGANIZATION NAME*

ORGANIZATION ADDRESS*

ORGANIZATION MISSION*

ORGANIZATION WEBSITE/SOCIAL MEDIA

ANYTHING ELSE?

Workshop Content

Rate your/your organization's confidence on each skill. This will help the instructor tailor the workshop to your specific needs.

USING RECORDING EQUIPMENT*

Very Unfamiliar Intermediate Highly Proficient

SOUND EDITING*

Very Unfamiliar Intermediate Highly Proficient

INTERVIEWING*

Very Unfamiliar Intermediate Highly Proficient

CHOOSING YOUR TOPIC*

Very Unfamiliar Intermediate Highly Proficient

GETTING YOUR PODCAST OUT THERE*

Very Unfamiliar Intermediate Highly Proficient

NAVIGATING IDENTITY IN MEDIA*

Very Unfamiliar Intermediate Highly Proficient

STORYTELLING FOR SOCIAL IMPACT*

Very Unfamiliar Intermediate Highly Proficient

LOCATION

☐ At CATV's Briggs Opera House location

☐ At your organizations address

A representative from CATV will reach out to set up consultation.

SUBMIT

Our team reached out to organizations we have built relationships with through past interviews and conversations, hoping for continued engagement. For transparency, we communicated the nature of this prototype as a guide for potential workshops that do not yet exist. Participants from VTPoC, Dismas House, and the Upper Valley Haven walked us through how they would navigate each webpage and shared their thoughts on what resonates most with them as one representative of their organization.

FEEDBACK

*"This is what I've been trying to do for years **but I didn't know how to do it.**"*

*"I would prefer to [have the workshop] at CATV 'cause they have the studio... **Last time I tried to do a podcast, I had to sit in my car.**"*

*"The value in it alone, I don't know how to put a number to it. I would pay a few hundred per session, **it would be worth it for the outreach.**"*

*"I learn best when I can ask questions, so **the interactive part works best for me.**"*

*"maybe someone is not interested in a certain skill so **they wouldn't care about the sliding scale** for that specific skill."*

*"It sounds awesome and like I don't know, maybe I need to talk to Michael and Laura about starting podcasts, I think **that's how you want people to feel after going through this.**"*

KEY TAKEAWAYS

- Affinity groups are interested in learning about podcasting and expressed enthusiasm about attending this workshop
- Groups want to have a live consultation with an instructor; we should add more detail about this consultation on the website
- The sliding scale structure for indicating which skills groups are proficient in is unappealing and may not provide the information necessary to effectively tailor the workshop to the group's needs
- We should ask more about the group's goals and their podcasting journey so far
- Keep the language simple and approachable



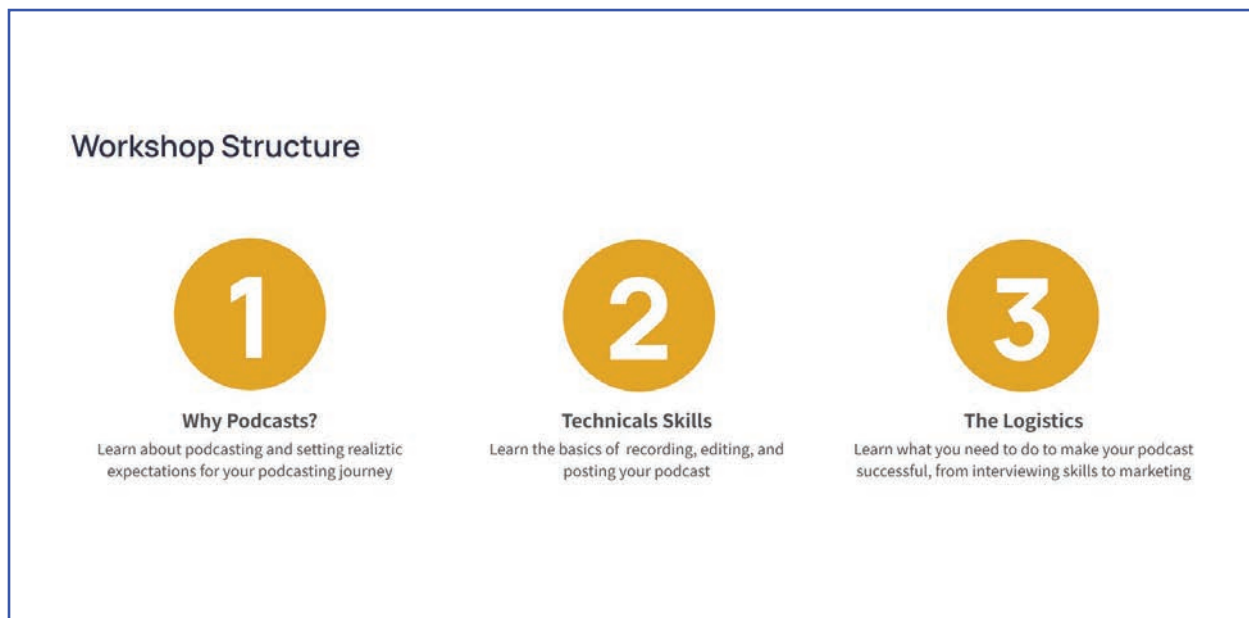
PROTOTYPE #2

For our second prototype, we are running (following the printing of this report) a pilot workshop with a podcasting instructor and an affinity group.

We are working with Marion Abrams, who is a content creation coach & consultant with deep experience in podcasting and video creation, to create the curriculum for and teach the podcasting workshops. She has previously taught podcasting workshops for CATV and is experienced in individual and group coaching.

We will have the affinity group (Dismas House) fill out an intake form based on our prototype #1 feedback where they will indicate what skills they want to learn, what they are hoping to get out of the experience, and what they envision for their podcast. Based on this, we will work with Marion to create a curriculum and run a trial workshop with Dismas, which our team will observe. The workshop will be broken into a three part structure: (1) if and why they should start a podcast, (2) technical skills of recording and editing, and (3) logistics and considerations of making a good podcast. Due to some timing constraints, the workshop will be a shortened version of the full three-hour session and will be conducted in a hybrid format, with the affinity organization being in person at CATV's Briggs location and Marion being over Zoom. The technical skills will be covered in person by a CATV staff member.

Workshop Structure



After the workshop, we will debrief with both the instructor and the affinity group. The purpose of this is to iron out the kinks of what works well and what could be improved in the workshop.

QUESTIONS WE AIM TO ANSWER

- How to create an environment for conversation debrief/ sharing?
- How can we, Marion, and CATV create a new curriculum?
- How can we add our own things to the existing podcast curriculum?

MEASURES OF SUCCESS

- Attendees walk away knowing how to make a podcast
- Expressed interest in continuing relationship with CATV/making content
- Workshop is engaging and useful
- Marion is excited to continue the workshops after we leave
- At least 4 affinity group members attend

Note: as of the printing of this report, we have not yet tested this prototype.

New Intake Form (works like our final web page)

Pass the Mic!

Does your organization want to share your message through media? Have you ever been interested in creating a podcast for your organization?

Equip your organization with podcasting and media skills taught by a media professional! Podcasting is a powerful tool for storytelling and advocacy that enables creators to have agency over telling their story, their way. This opportunity will give you and any members of your organization the opportunity to leverage the strength of CATV's podcast resources to create a journey of facilitated media skill-building, creation, and post-production. Collaborating with CATV through this workshop can lead to the creation of your own podcast(s) using our resources.

veronika.l.ahlborn.22@dartmouth.edu [Switch account](#)

*** Required**

Email *
Your email

Name & Pronouns *
Your answer

Email *
Your answer

Phone
Your answer

Organization Name *
Your answer

Organization Address *
Your answer

Organization Mission *
Your answer

Organization Website/Social media *
Your answer

Workshop Content Interest *

- ☐ Using recording equipment
- ☐ Sound editing
- ☐ Interviewing
- ☐ Choosing your topic
- ☐ Getting your podcast out there
- ☐ Navigating identity in Media
- ☐ Storytelling for Social Impact

Location *

- ☐ At CATV's Briggs Opera House location
- ☐ At your organization's address

How many members will attend? *

- ☐ 0 to 4 people (\$140)
- ☐ 5 to 8 people (\$280)
- ☐ 9 to 12 people (\$420)

Where is your organization in your podcast journey?

- ☐ Beginner (just thinking; maybe have a topic & name)
- ☐ Intermediate (have a show structure)
- ☐ Advanced (have equipment & recorded interviews)
- ☐ Practicing (edited & maybe released episodes)

If anyone in your organization has specific podcast skills, please note that experience here.

Your answer

What are your podcasting goals? (Ex. Serve my community, convey an important message, etc.)

Your answer

Are there podcasts that this show is informed or inspired by? OR If you have any episodes of your own podcast that you are proud of, please include links if there are here.

Your answer

Anything else CATV should know before we talk?

Your answer



[Watch](#)
[Listen](#)
[Learn](#)
[Make](#)
[About](#)
[Contact](#)
[CATV Events](#)
[Weekly Highlights](#)
[Support](#)

Pass the Mic!

Spread your message through podcast production.

New!

Does your organization want to share your message through media? Have you ever been interested in creating a podcast for your organization?

Equip your organization with podcasting and media skills taught by a media professional! Podcasting is a powerful tool for storytelling and advocacy that enables creators to have agency over telling their story, their way. This opportunity will give you and any members of your organization the opportunity to leverage the strength of CATV's podcast resources to create a journey of facilitated media skill-building, creation, and post-production. Collaborating with CATV through this workshop can lead to the creation of your own podcast(s) using our resources.

Workshop Structure

Workshops are three hours long and are broked into three one-hour parts:

1

Why Podcasts?
 Learn about podcasting and setting realistic expectations for your podcasting journey

2

Technicals Skills
 Learn the basics of recording, editing, and posting your podcast

3

The Logistics
 Learn what you need to do to make your podcast successful, from interviewing skills to marketing

Workshop Skills

Recording Equipment

Learn the technical skills of using recording equipment in a podcasting studio.

Sound Editing

Learn how to edit your audio in post production to have a polished and professional final product.

Interviewing

Learn how to prepare for interviews, craft questions, and engage your guests.

Meet the Instructor!



Marion Abrams is a content creation coach & consultant with deep experience in podcasting and video creation. She built Spartan's podcast from an audience of 0 to over 35 million views & downloads, and has worked on a range of projects from social media advisor on a gubernatorial campaign, to creating the documentary film "Flood Bound", to directing TV ads for Vermont Lottery. On her podcast "Grounded Content" she explores what works, what drives customer actions, and where the lines are between persuasion and manipulation. For 30 years she has helped businesses, organizations and individuals clearly convey their message. Today Marion continues to work with Spartan and is a podcasting coach & consultant helping thought leaders, business leaders, and podcast hosts to design and elevate their presence to drive tangible results.

Register Here!

Register here to sign up for a podcast workshop for your organization!

NAME*

First

Last

EMAIL*

PHONE

ORGANIZATION NAME*

ORGANIZATION ADDRESS*

ORGANIZATION MISSION*

ORGANIZATION WEBSITE/SOCIAL MEDIA

LOCATION*

- ☐ At CATV's Briggs Opera House location
- ☐ At your organizations address

HOW MANY MEMBERS WILL BE ATTENDING?*

- ☐ 0 to 4 people (\$140)
- ☐ 5 to 8 people (\$280)
- ☐ 9 to 12 people (\$420)

ANYTHING ELSE CATV SHOULD KNOW?

WORKSHOP CONTENT

Check up to three (3) content areas that you wish to learn about in your workshop.*

- ☐ Using Recording Equipment
- ☐ Sound Editing
- ☐ Interviewing
- ☐ Choosing Your Topic
- ☐ Getting Your Podcast Out There
- ☐ Navigating Identity in Media
- ☐ Storytelling for Social Impact

WHERE IS YOUR ORGANIZATION IN YOUR PODCASTING JOURNEY?

- ☐ Beginner (just thinking; maybe have a topic & name)
- ☐ Intermediate (have a show structure)
- ☐ Advanced (have equipment & recorded interviews)
- ☐ Practicing (edited & maybe released episodes)

IF ANYONE IN YOUR ORGANIZATION HAS SPECIFIC PODCAST SKILLS, PLEASE NOTE THAT EXPERIENCE HERE.

WHAT ARE YOUR PODCASTING GOALS? (EX. SERVE MY COMMUNITY, CONVEY AN IMPORTANT MESSAGE, ETC.)

ARE THERE PODCASTS THAT THIS SHOW IS INFORMED OR INSPIRED BY? OR IF YOU HAVE ANY EPISODES OF YOUR OWN PODCAST THAT YOU ARE PROUD OF, PLEASE INCLUDE LINKS IF THERE ARE HERE.

The instructor will reach out to set up a date and time that works for your organization's attendees.

SUBMIT





MOVING FORWARD

HANDING OFF TO CATV

CONNECTIONS WITH AFFINITY GROUPS

Our team has had the privilege of establishing relationships and engaging with six affinity groups in Vermont and New Hampshire. As we hand off this initiative, we want to ensure that affinity groups and CATV staff feel comfortable with one another so that their relationships can develop beyond the bridge our team creates.

We have developed a collection of materials and guidelines to ease the transition for future collaborations, including: a wrap-up email between each affinity group we've spoken to and CATV staff, a Who's Who graphic about outreach-relevant staff, and an affinity organization outreach email template. We hope that these materials, along with the structures and curriculum built for the workshops, will support a self-sustaining initiative with room to evolve with the community

Outreach Email Template

AFFINITY GROUP OUTREACH EMAIL TEMPLATE

Subject Line: [Organization Name] + Upper Valley Local Media (CATV)

Dear [Affinity Organization Leader Name],

My name is [your name] and I serve as the [position/role] at Community Access Television (CATV) in White River Junction, VT. CATV is a community-building organization based in the Upper Valley that **enables open public dialogue, expression, and government transparency by providing access to the expanding world of media.**

I am reaching out because I believe the work [Organization Name] does in the Upper Valley is invaluable and CATV would be happy to collaborate with you through media education and creation.

Does your organization want to share your message through media? Have you ever been **interested in creating a podcast** for your organization but didn't know where to start?

We recently launched *Pass the Mic!* to support local affinity organizations like [Organization Name] further **develop podcasting skills and utilize podcasting for storytelling, advocacy, and re-writing common narratives.** *Pass the Mic!* includes a podcasting workshop tailored to your organization's current status in the process of creating content, led by industry professional [name of instructor].

Thank you for your consideration, we look forward to hearing from you.

Warmly,
[your name]



EQUIPMENT LIST

We also created a comprehensive list of all the podcast related equipment CATV has available for contributors to use. This list incorporates both descriptions of the equipment functionality and visual aids to help contributors know what to ask for when seeking to record content at the CATV studio.



Equipment List

PODCASTING EQUIPMENT AT CATV

Here is what we have available for your use at CATV. If you have any questions, please reach out! Call us or stop by to use the equipment.



Zoom Livetrak L-8

A mixing board that processes the podcast sound



Zoom H6

Portable podcast recorder that can take up to 6 tracks



2 MXL Compressor Mics

Mics used in sound dampened recording booth



6 Shure SM58 Vocal Mics

Portable mics used with Zoom H6 portable recorder

info@catv8.org • (802) 359-4705



WHO'S WHO?

In addition to our general recommendations, we put together resources that can be helpful for CATV to maintain the relationships we've built with affinity organizations throughout our project. In recognizing that not knowing who to ask can be a significant barrier for understanding the resources available at CATV, we put together an information graphic to highlight the three outward facing and outreach related roles that would most frequently interact with the affinity organizations: executive director, community engagement producer, and director of programming. By directly sharing Samantha, Jordyn, and George's role description and contact information, we are hoping that this facilitates access to CATV resources for affinity groups.

Who's Who Guide

WHO'S WHO AT CATV?

If you ever want to learn more about collaborating with CATV, reach out to any of the people below!



SAMANTHA DAVIDSON GREEN
Executive Director

Samantha joins CATV as an independent filmmaker with a background in public media and education and deep roots in the Upper Valley, where she is dedicated to nurturing the uniquely rich civic and cultural life that characterizes our community.

samantha@catv8.org
(802) 359-4705



JORDYN FITCH
Community Engagement Producer

Jordyn grew up in Miramar, FL, but if you ever ask, they'll say Miami because who here really knows where Miramar, Florida is? They attended Dartmouth College and pursued a Film and Media Studies major, planning on declaring a minor at some point in something that would assuage parental fears of having a child that is a Film and Media Studies major. It never happened.

They are beyond thrilled for the opportunity to put it all to use—educating, empowering, and entertaining the Upper Valley community through media arts.

jordyn@catv8.org



GEORGE SPENCER
Director of Programming

George creates the on-air schedule for CATV's cable channels and seeks new program sources for CATV's streaming services, social media and weekly highlights. His documentary "shorts" series, based on his book "Courage 101," may be watched through the CATV Video On-demand library. George has spoken as an AVA Mudroom storyteller, performs in theatrical events with the Parish Players, and is the former Executive Editor of the Dartmouth Alumni Magazine.

george@catv8.org
(802) 359-4705

RECOMMENDATIONS FOR CATV

Throughout our project, we considered several different directions for our initiative. Since we didn't have time to implement everything we wanted, we are compiling a list of recommendations in addition to our handoff materials to ensure that CATV has the resources necessary to continue this initiative. The list of recommendations will include details on maintaining relationships we've established with affinity groups in the Upper Valley, ways to engage with underrepresented groups outside of affinity organizations, and other relevant findings that otherwise were not communicated in our final approach.



ACKNOWLEDGEMENTS

Thank you to the CATV staff for being such supportive partners throughout this project. Your dedication to our process was fundamental to developing an initiative we are all so proud to have created together.

Thank you to all the individuals who gave us their time, feedback, and energy. Although we have chosen to omit their names to protect their identities, we want to extend our deep gratitude to the following organizations that contributed so much of their input to shape our final approach:



LESSONS LEARNED

From our interactions and misunderstandings with our partners at CATV, we learned a lot about best practices for communicating and working with a partner or client. We wanted to make sure to keep these lessons in mind as we moved forward with our project and in our future design work.



Don't be afraid to express half-formed ideas

It's better to be transparent throughout the process than to share things only when they're finished. Feedback along the way is valuable.



Don't assume constraints

Initially, we decided to move away from one of our proposed ideas because we assumed there would not be funding available. When meeting with our project partner, they emphasized that we should not assume constraints without consulting with them, as there were ways they could have funded the idea had we decided to move forward with it.



The importance of effort vs impact

If the perceived or real effort is too great for the organization, the solution will be less impactful, regardless of its potential impact.



Vulnerability builds trust

We decided to be very honest with our partners about how we were feeling about the project, so that they knew they had the space to be honest with us, as well. We didn't trust our partners with all the information we had, so decided not to not share certain findings right away, leading to miscommunication.



Quality of communication is key

Frequent and low commitment contact, such as email updates, is equally if not more valuable than infrequent, big commitments, like presentations and co-creation sessions, which we had originally hoped for.

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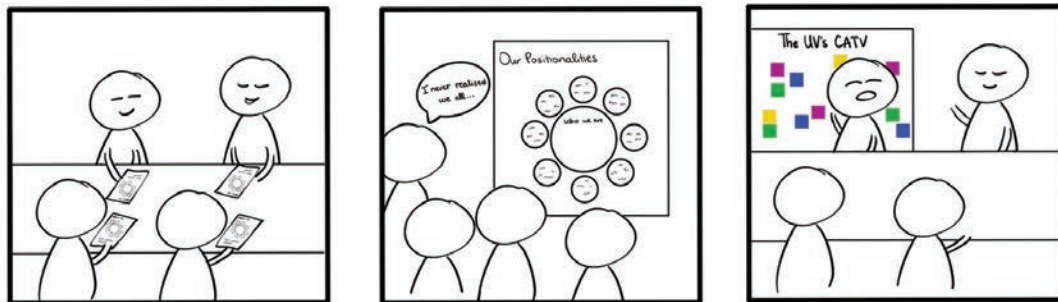
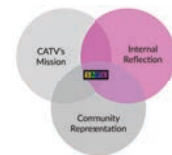


APPENDIX

IDEAS WE ALSO CONSIDERED

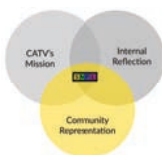
REORIENTATION RETREAT

Facilitated internal conversations among CATV staff for a shared vision of CATV's future, spanning multiple meetings and activities. Sessions would include bias training, discussions on identity and privilege, and opportunities to create vulnerability among the staff. Our goal is to open lines of honest dialogue that create space for reflecting on CATV's history, questioning personal beliefs that may cause harm, and crafting frameworks for consistent accountability.



COMMUNITY CO-CREATION SESSION

A co-creation and brainstorming session that would include the CATV staff, our SDC design team, and diverse members of the community to create a cohesive vision for CATV's mission and identity that involves community voices. This will be a first step in creating meaningful and mutually beneficial relationships between CATV and affinity groups in the Upper Valley.



REFLECTION ON CURRENT CAPACITY

Collaborating with CATV on a reflection session about their current capacity. By creating a hierarchy of prioritization, we will be able to weigh all of the services provided to the community against what they are able to manage as a staff. The goal of this solution is to ensure that the services most needed by community members who regularly engage with CATV are given priority.

