

February 20th 2018
CATV Board Meeting

Director's Report

Mega Week Next Week – Government Meetings

15 meetings in one week, 4 of which are live evening meetings & two candidate nights that are time sensitive. Outcome is 1) lots of work 2) delayed or moved from normal slot TV air times, 3) delayed VOD show availability. Our success depends on solid internet access, good communication and dependability of the equipment & videographers.

Government

- Town of Hanover is renovating their town chamber which has given us the opportunity to modify our system. We currently have a wonky set-up there with only two cameras and they are on tripods and we have an oversized footprint in this important room. We will have the cameras mounted and get a third PTZ camera so coverage is better. Purchased a sturdy smaller table to free-up the town's beautiful expensive portable table we have lifted from them. Waiting on a second quote and approval of the budget to proceed.

Content

- Hanover Area Chamber of Commerce is working with us to create a Meet the Merchants show. It's a pilot and has to be weighted delicately, so we get to know the philanthropic community focused side of the merchants & general education about their work. This will be interesting to develop. Hartland Area Chamber wants to see what HACC is doing and are interested too.
- We have applying efforts to film environmental, ecological, & nature-related lectures & events. Sierra club Women in conservation, another, VT sustainable dairy products summit, VINS lectures. Basically covering Eco Tourism & Farming industries.
- We are picking up key state government pieces such as the state of the state addresses. I feel strongly that local TV should be showing and county and state government when opportunities arise. I have pushed my team to find these.
- A couple of Osher lectures: Immigration, Political Divide, Presidential Law, local historical lectures, Norwich author series and First Wednesday series with the Norwich Library, Suds and Science. Hartland Library kids show. West Leb library weatherization. A lot of AVA gallery shows.
- Have been pushing into Dartmouth to get footage from different departments lectures if filmed.

In-studio Content

- Audio booth has been a hit. Lots of use out of it.

In-studio

- An independent video production company is renting the studio for an 8 am to 5 pm day in March. I am using this as a test to see how much labor it will entail on our part. If successful we will ask for a testimonial from them then pitch it on our website and as part of the VT Film commission which is being created by an independent organization. Will dig around on promotional opportunities and possible insurance issues.

Classroom

- Set up an old VCR and tape player combo on one of the computers with software to convert tapes to dvds and dvds to digital files. We need time to figure out how to use the system, and make directions. The idea is to offer a do-it-yourself station for the community. Staff does not have time to do these conversions as a service.

Education

- The music video camp was not successful in enrollment these last 2 years because degree of difficulty. So Upper Valley Music's director Ben Van Vliet and I unpacked the issues and have changed CATV's involvement in the camp which is now a songwriting camp run by UVM. The kids will be here two days of the camp week where we will assist them with the video production portion of their camp.
- Parents have been biting at the bit for camp info since mid January. We have opened enrollment for our 4 week-long camps. We are creating two new curricula, news video camp and adventure film camp. An editor from Valley news will talk about ethical reporting at news video camp and the Noble Science Academy (historical European sword work) will give us a demonstration on the planning & practice needed in choreographing a sword fight. We will provide swim noodles and eye gear for the kids to create their own sword fight.
- Have started the Media Explorer's girls club. Have 8 girls in the club. Pitching it on listserve at this point. Meeting every other week. Have 5 field trips set up between now and May and have an independent filmmaker coming in to talk to them also.

Community Outreach

- Working with the Montshire Science Museum on ideas for a couple of projects. We will be included as part of their curriculum for a kid science observational workshop. Teaching kids to exercise their observe and describe skills "Kids Explain the World". They are working on Frankenstein 200th anniversary and we are planning to film their events surrounding this.
- 48-hour film competition details are in full swing. Maddening that we still have no confirmation from WRIF if we can be part of their festival weekend. Even with old employee Sophie on their board. They have stated that they don't have the funds to split the cost of the awards. Which puts me in a spot. When we make purchases I try to make sure it is through the station's capitalone account to accumulate credit so we can offer Gift cards as some of the smaller prizes. I also took advantage of the greatly reduced black Friday deals for a couple of small electronic to gift as prizes.

Comcast: Hanover to Comcast Headend Room Flow

Demodulator & Modulator 1993 purchased in 1993 25 yrs ago still live,