



*Your Community Channels*



**Annual Report  
2010-2011**



## A Message from the Chair Matthew Newton

Thank you for taking a few minutes to read through our annual report. I hope this overview offers a glimpse into what ConcordTV has been up to over the last year--and what a great year it has been! Technology is certainly evolving everyday, and we've been exploring new ways to bring our community to channels 6, 17, and 22--and with the explosion of the Web--beyond the channels. We have created some fantastic programming, including our popular series Art In Focus. We have also expanded the number of members on our board of directors, bringing to the table some of Concord's most energetic and inspiring community leaders.

If you haven't already seen the ConcordTV van out on the streets, it won't be long before you do. Whether it's a downtown event, a high school graduation, or information about a new city service, chances are you'll find our van at the scene ready to bring it to you via your public, educational, or government channels. If it's happening in your neighborhood, ConcordTV will be "On the Go!"

As director of the New Hampshire Film & Television Office, it's been a pleasure to be able to connect with a number of community access stations around the state and see how these stations are connecting and working with each other. I believe we are incredibly fortunate to have a community television station like ConcordTV here in our capitol city--one that not only provides us with a window to our own backyard, but potentially all that is happening in state government and on the national political stage, as well.

I would like to take this opportunity to thank Doris Ballard, our executive director, and her wonderful and hardworking staff who have spent the last year creating content, engaging volunteers, and capturing all that our community has to offer. I would also like to say thank you to our committed and enthusiastic board of directors, past and present, and including our representatives from the Concord School District, who have given their time, energy, and expertise in helping to shape our organization. Thank you also to Mayor Jim Bouley, City Manager Tom Aspell, and our dedicated city councilors for their continued support and partnership.

Of course, thank you to our amazing volunteers and sponsors for believing in the power and the need of community-produced programming. Stay tuned for great things to come!

### ConcordTV Board of Directors

Matthew Newton, Chair  
David Murdo, Chair-Elect  
Tim Restall, Treasurer  
David Siff, Secretary  
Jessica Fogg  
Julia Freeman-Woolpert  
Susan Gunther  
Kim Murdoch  
Tonya Rochette

### City/School Representatives

Michael DelloIacono, City Appointed Representative  
David Gill, City Appointed Liaison  
Gene Connolly, School District Representative  
Larry Prince, School District Representative

### ConcordTV Staff

Doris Ballard, Executive Director  
Steve Cloutier, on-call Production Assistant  
Diana Daigle, Assistant Programming Coordinator  
Jean-Michael Laurent, Junior Staff Producer  
Jonathan LeDuc, Production/Training Coordinator  
Christopher Reinhardt, Programming/IT Director  
Steve Shannon, Staff Producer

## A Message From the Executive Director Doris Ballard



### ConcordTV On The Go and Moving Full Speed Ahead

On Saturday, February, 26, 2011, ConcordTV taped its first monthly episode of ConcordTV On The Go at the Cole Gardens Farmers Market where we revealed for the first time the new production vehicle's wrap design. However, the event marked much more than the introduction of the station's new monthly program and van graphics. It marked the continuation of a concerted plan to expand efforts in creating greater awareness of ConcordTV throughout the community.

Why are such efforts so important? The answer is really quite simple. We are a valuable resource to residents and organizations, but too many still do not realize we exist for them as their very own community TV station (located right in Concord High School). So this past year we've been moving full speed ahead to get out there and inform, educate and engage the public to become involved with their community TV station as volunteers or to create programming that will air on their local cable TV channels.

First on the agenda was to introduce a new Marketing Plan; one which empowers the entire staff to post updates on Facebook and Twitter and grow our presence on social media networks. Using these communication tools helps ConcordTV establish a more personal connection with our followers and strengthen current relationships and build new ones.

ConcordTV staff also began to make regular appearances on Concord High School's morning announcements, CHS Live. Seen in every classroom, the daily announcements provide ConcordTV with a perfect opportunity to reach out to students and teachers and let them know of potential learning or volunteer opportunities.

We've also been responsive to changes in technology. ConcordTV offers professional training, equipment and a state-of-the-art studio that produces the creation of quality video for our channels, and that can also be uploaded on a producer's website, on social media sites, and on the internet.

We hope you take the time to peruse this report and read of the many activities that have been part of ConcordTV as it has moved forward with its plans to be "on the go." And as you do, I hope that you will come to appreciate the ConcordTV staff as I do. Their commitment to the organization and its mission, combined with the talent and creativity that they bring to our community channels is exemplary. I am proud to be working with them and our outstanding board of directors, who are equally as committed to moving ConcordTV forward at full speed ahead.

Won't you join us? Come along for the ride.  
Get involved with ConcordTV: Your Community Channels.  
Call us at 226-8872; email me at [doris@yourconcordtv.org](mailto:doris@yourconcordtv.org),  
Like us on Facebook, follow us on Twitter,  
or visit our website at [www.yourconcordtv.org](http://www.yourconcordtv.org)  
and sign up to receive our e-newsletters.



## Programming

During FY10-11 ConcordTV broadcast over 17,000 hours of programming on its 3 channels. There was over 57 days worth of original, first-run programming, a combination of content from both ConcordTV staff and independent producers.

Each channel offers a variety of programming for people to watch. Channel 6 is the education channel comprised of content from the local school district. Channel 17 is the local government channel filled with city related shows. Channel 22 is where independent producers can show public access programs. Some examples of each channel's programming:

### Channel 6

- School Board Committee Meetings
- CHS Live
- Beaver Meadow School Town Meetings
- Concord High School Graduation
- ConcordTV Video Camps
- CHS Football
- CHS Hockey
- CHS Soccer
- Elementary School Buzz
- Poetry Out Loud
- CHS Prom
- Your Community at Your Service
- Tide Talk
- Broken Ground Summer Reading Program
- Live Views of Elementary School Construction
- Elementary School Groundbreaking Ceremony



### Channel 17

- Zoning Board Meetings
- City Council Meetings
- Planning Board Meetings
- We Are Serious About Fun
- National Night Out
- Parking Ban/Snow Ban Notices
- Dame School Public Forum
- Button Up NH
- State of the City Address
- School Board Meetings
- Dog Licensing Public Service Announcement

### Channel 22

- Art in Focus
- Nonprofit Connection
- Senior Speak NH
- Volunteers in Action
- ConcordTV On The Go
- Market Days Coverage
- Concord Reads Coverage
- Boys & Girls Club Live Auction
- Sanel Block Groundbreaking Ceremony
- Main St. Concord Spelling Bee
- Penacook Tree Lighting
- Black Ice Pond Hockey Coverage
- Dancing with the Concord Stars
- 2011 State of the State Address



### SeniorSpeakNH

We recognize and thank volunteer Bob Williams who retired as host of SeniorSpeakNH after nearly 10 years. His relaxed interviewing style and selection of engaging topics have raised the bar in professionalism and always demonstrated a commitment to the show's targeted audience: seniors and their families. We use his signature sign-off of "Righto" in expressing our best wishes and heartfelt gratitude.

Some topics, to name a few: Legislative Updates; Christmas Show with Rev. Dwight Haynes; NH Alliance for Retired Americans; and a Bridge to Better Living.

SeniorSpeakNH continues with new hosts, Vivien Green and Bob Denz sharing host assignments each month.





## The Nonprofit Connection

Volunteer hosts Susan Gunther and Tonya Rochette together have interviewed 21 nonprofits last fiscal year on The Nonprofit Connection, offering organizations serving the Concord region and New Hampshire the opportunity to garner attention to their cause and mission.

### Featured on The Nonprofit Connection:

Capital Region Food Program, CATCH Housing, Centennial Senior Center, Community Loan Fund, Concord Homeless Resource Center, Concord Toastmasters, Concord Women's Club, Concord YMCA, Freese Brothers Band, Jadens Ladder, Dress For Success, Families in Transition, Heart of the Grape Concord Hospital Benefit, LinkAbilities, Main Street Concord, Mayhew Program, NH Catholic Charities, NH Food Bank (Best of NH Benefit), NH Higher Education Assistance Foundation, Renaissance Faire Event, Teddy Bear Fund



## Independently Produced Programming on ConcordTV

Abundant Life Ministries · Around Town · Around Town Capital Beat · The Bible Speaks Church · The Book Swap Cafe · Capitol Access · Caring for New Hampshire · Concord Coachmen Harmony · Democracy NH · Disabilities Rights Center Presents.... · Free Minds TV · God's Word Changes Lives · Granite State Open Mic · Half Hour to Health · In Search of the Lords Way · Keys to Parenting · NH Issues · Prison Chapel of the Air · The Sky This Month · St. Paul's Church · Wesley United Methodist Church · What's Happening at the Audi · The Word of Light · The Yoga Show with Karen

## Art In Focus

This past year saw the successful conclusion to 'Art In Focus' with the feature length wrap up, 'Creativity in Concord'. This hour long project was a fitting end to the project that was a great conduit for our presence in the community. Before 'Creativity in Concord' we wrapped on six episodes of 'Art In Focus' including an episode dedicated entirely to NHTI's art department. Then in July work on 'Creativity in Concord' began.

A few additional interviews and places needed to be shot, but most of the project consisted of video from the monthly episodes. The editing process took the better part of 6 weeks, and the final result was a huge success. The final piece was shown at Red River Theatres as a gala event. Attendees included people featured in the episodes which contained members of organizations we were hoping to have an increased presence with. Now that these organizations have seen what ConcordTV is capable of, it is our hope that they will come to us more frequently with projects in the future. All in all 'Art In Focus' was a great project for us, and we are looking forward to the expansion from just arts, to all things Concord with our 'On The Go' program.



## Volunteers Keep ConcordTV Moving Forward

Each year ConcordTV hosts an annual Volunteer Recognition event where we recognize those who have made significant contributions in time and energy to the organization.

Those who were honored for their outstanding support for Fiscal Year 2010-2011 are:

Tyson Award to Glenn Currie, for his support in advancing the mission of ConcordTV as a passionate ambassador in the community and for his outstanding service as Treasurer for his six years on the board of directors.

Outstanding Leadership Award to Joanne Martin, for her commitment in leading the organization as board chair, and vice chair on the board of directors.

Angel Award to Emmett Collins, for his generosity in supporting staff in contributing many hours of editing.

Jack Hickey TV Production Crew Award to Aaron Dwight, for his willingness to help direct and help to crew ConcordTV productions whenever asked.

Intern of the Year Award to Sam Dean, for his support to staff in editing, production crew, and video camps.

Community Partnership Award to Michael Palmieri, Pres. and CEO of Havenwood-Heritage Heights, for their years of ongoing support to ConcordTV.

Kent Hemingway Education Award to Helen Dugan, a dedicated past member of the board representing Concord School District and Concord High School.

Gene Rudolph Technical Award to Philip Dignard, for providing technical training at a ConcordTV workshop.

Government Partnership Award to Pat Immen of the Concord City Library for her support in the production of @ Your Library on the Government Channel.

Directors Award to Dominic, "Dom", Rosso, for his outstanding contributions as director of the Concord High morning announcements, CHS Live.

Dick Patten's show *Around Town* was recognized for longest running independent producer program, 2001 - 2011.

### Top 10 Volunteers 2010-2011

Aaron Dwight: 525 hrs

Thomas Moul: 153 hrs

Sam Dean: 131 hrs

Dulce Boehme: 114 hrs

Emmett Collins: 93 hrs

Cassandra Miller: 57 hrs

A.J. Nolin: 55 hrs

Miranda Louf: 27 hrs

Bill Jewell: 25 hrs

Charlie Russell: countless hrs

### FY 10/11 Volunteers

Bill Alleman · Rebekah Allen · Brock Allen · Jeffrey Andrew · Josh Arnold · Will Ashworth · Tyler Barrett · Robert Barton · Karen Billings · Jim Blanchard · Brendan Bodell · Jordan Bodwell · Dulce Boehme · Ken Braiterman · Robert Brodeur · Fabiano Brum · Peter Burgess · Michael Cabana · Dan Chase · Ganga Chimorya · Cheryl Cizewski · Thomas Clark · Will Clark · Lynn Clowes · Emmett Collins · Gene Connolly · Donald Connor · Robert Cooper · Adam Crawford · Ethan Currie · Glenn Currie · Duane D'Agnese · Yadhap Dahal · Karen Dandurant · Sam Dean · Michael DelloIacono · Bob Denz · Elaine Driscoll · Tim Driscoll · John-Michael Dumais · Tyler Dupuis · Aaron Dwight · Michael Fay · Taryn Fisher · Jessica Fogg · Julia Freeman-Woolpert · David Gill · Alan Glassman · Denis Goddard · John Goldthwaite · Joe Greffi · Jonathan Gregory · Susan Gunther · Christian Hajnal · Lydia Harman · Anita Hickey · Johanna Houman · Louis Jacob · Bill Jewell · Jacob Jones · Karen Kenney · Edward Kirila · Rhonda Laboe · Scott Laboe · Al Lamorey · Rose Marie Lanier · Kathleen Lavoie · Alexander Lee · Miranda Louf · Brennan Macaig · Joanne Martin · Clifton Mathewson · David McDonald · Cassandra Miller · Stephanie Mills · Collin Moore · Thomas Moul · David Murdo · Kim Murdoch · Matthew Newton · A. J. Nolin · Jeanmarie O'Herron · Richard Osborne · Richard Patten · Mike Pope · Larry Prince · Tim Restall · Dan Rider · Benjamin Rider · Tonya Rochette · Eugene Rudolph · Charles Russell · Mickey Russo · Peter Sajko · Mike Shields · David Siff · Lucilla Sokol · Stan Sokol · Maddy Terry · Vincent Tevnan · Molly Thunberg · John Trombly · Eric White · Robert Williams · Vic Wright





## ConcordTV Hosts ACM-NE Video Festival

ConcordTV was proud to host the 2010 annual Video Festival of the Alliance for Community Media-Northeast region that began with a welcome by Concord's Mayor Jim Bouley. Nearly 200 people attended the event at the Holiday Inn, where access center staff and volunteers were recognized for outstanding video and programming on Public Access, Education and Government TV stations throughout the Northeast. ConcordTV received two awards in the professional categories for Art In Focus (News and Magazine Format), and Market Days (Local Attractions).

## Out and About: Community Tapings

ConcordTV's mission may be to train members of the community to create programming for the channels, but the staff is also committed to taping events whenever possible that may be of interest to viewers.



The following events were covered, representing over 153 hours of programming on our local community channels.

RRT Red Carpet Event, NHTC Theater Awards, Law Day at CHS, Main Street Spelling Bee, Concord Toastmasters, Pineconia Grange awards, Defensive Driving Class(Continuing Ed.), Blossom Hill Cemetery event, Concord Trust for Enhancement of Public Education awards event, Historical Society book dedication, Main Street Concord Upstairs Tour, CHS Prom and Graduation, Mayor's Prayer Breakfast, Charter Commission meetings, CYPN Ignite event, Conant School Penguin Follies, State of the State Chamber presentation, State of the CityChamber presentation, School Groundbreaking, Understanding Bullying, New Year Nonprofit Greetings, Button Up Presentation, Poetry Out Loud Competition, NHTI Concord Dancing With The Stars





## Training

ConcordTV offers a variety of classes in basic television production, including Introduction to Camera, Introduction to Editing, and Studio Production. These classes represent an important first step in a producer creating their own program. After completing the introductory classes, producers and volunteers can continue to improve their skills with help from the staff through hands on production work.

## Social Media

In FY10-11 we made big strides in our online presence, especially through the use of social media. Along with increasing our Twitter usage and uploading all of our PSA's and short videos onto YouTube, we have focused our efforts of reaching out to the public through our Facebook page. The accessibility of this platform can update our fans in the community of new programs on air, events we are hosting, volunteer opportunities, and quick access to photos and videos. It's also a great way to engage with the students in the high school and to network with other local nonprofits and businesses. These efforts along with Facebook's tagging features, we've seen our number of Facebook fans and interaction soar over the first half of the year and expect that to continue through the next fiscal year.



## Video Camps

FY10-11 was another successful year for our youth video camps (done through the Concord Recreation Department). Aimed at middle-school aged children, this year saw our first camp aimed at home-schooled students as well. Both the introductory camps and the advanced camps (each one week long) produce hours worth of footage for the channels and for the campers to bring home and enjoy.

Among the dozens of campers that we've had the pleasure of working with, many have continued on with film and television at their own homes, schools, or with us as volunteers.

## CHS Live

Concord High School students produce their own live show four times a week. Run entirely by students (on both sides of the cameras), the live show is broadcast throughout the school during the morning and later rebroadcast on Education channel 6. The show itself, called *CHS Live*, is an impressive product due to the professionalism shown by the students that make up the crew and on-air talent.



## CHS Film Society

The CHS Film Society is a group of students brought together by their universal love of cinema. ConcordTV provides meeting space and guidance (both creatively and technically) to these students to help promote filmmaking among the student body.

The society's mission culminates in a student film festival held each semester held in the auditorium. The student films are impressive, and the experience often leads to students pursuing film and television as a career.



**ConcordTV**  
**STATEMENT OF ACTIVITIES**  
Years Ended June 30, 2011 and 2010

	<u>2011</u>	<u>2010</u>
<b>UNRESTRICTED NET ASSETS</b>		
SUPPORT AND REVENUE:		
Franchise Fee	\$214,400	\$232,284
Fundraising	7,527	20,846
Grants	5,550	500
In-Kind Donations	44,200	44,200
Service Fees	9,375	8,142
Interest Income	567	4,291
Miscellaneous Income	0	5,795
	<u>281,619</u>	<u>298,232</u>
Net assets released from restrictions	<u>0</u>	<u>12,975</u>
Total unrestricted support and revenue	<u>281,619</u>	<u>311,207</u>
<b>FUNCTIONAL EXPENSES</b>		
Program Services	230,522	240,615
Outreach	0	27,891
Fundraising	15,420	5,794
Management and General	42,426	67,050
<b>TOTAL EXPENSES</b>	<u>288,368</u>	<u>341,350</u>
<b>Increase (Decrease) in Unrestricted Net Assets</b>	<u>(6,749)</u>	<u>(30,143)</u>
<b>TEMPORARILY RESTRICTED NET ASSETS</b>		
Contributions	0	1,276
Net Assets released from restrictions	<u>0</u>	<u>(12,975)</u>
Increase (Decrease) in temp. Restricted Net Assets	<u>0</u>	<u>(11,699)</u>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<u>(6,749)</u>	<u>(41,842)</u>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<u>444,666</u>	<u>486,508</u>
<b>NET ASSETS AT END OF YEAR</b>	<u>\$437,917</u>	<u>\$444,666</u>

# Stay Connected to Your Community Channels

## Become part of the ConcordTV Community

**Become a viewer:** Watch ConcordTV channels 6, 17 and 22 on Comcast Cable in Concord and Penacook

**Become a producer:** Take our free Orientation and learn about the equipment and training opportunities we offer. Then, work with ConcordTV staff to help turn your idea into a television program.

**Become a volunteer:** Learn from knowledgeable ConcordTV staff how to operate studio and field production equipment. Sign up for our volunteer list and receive notification of production opportunities through email or phone.

**Take Classes:** ConcordTV offers many opportunities for media education, providing training on field cameras, editing and studio production.



## Serving Nonprofit Organizations

ConcordTV works with local nonprofit organizations by providing opportunities for them to share information about their services and upcoming events.

**On air bulletin board:** Any nonprofit organization or community group is eligible to submit a message for ConcordTV's bulletin board.

**Television Production:** Nonprofit organizations are invited to work with ConcordTV staff and volunteers to create programming about their organization.



*Your Community Channels*

### Channel 6 – Education

Local schools share lectures, sports, concerts, school board meetings and other programming.

### Channel 17 – Government

The City of Concord brings local government meetings and announcements to its citizens.

### Channel 22 – Public

As a local resident, you can give voice to your interests and opinions and share community events and activities through the medium of television.

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ConcordTV is located in the Concord High School, Entrance D

[www.facebook.com/ConcordTV](http://www.facebook.com/ConcordTV)

@ConcordTV on Twitter

For more information, go to ConcordTV's website

[www.yourconcordtv.org](http://www.yourconcordtv.org)