#YEARSOF PROGRESS









2013-2014 ANNUAL REPORT

#FUTURE_{OF} PROMISE



#Yearsof Progress

A Message from the Board Chair, David Murdo

As I look back to the beginning of my involvement with a fledgling organization that was to become ConcordTV, I am amazed at the progress and growth realized in those 15 years. The vital role of a very dedicated staff, the contribution of volunteers, the support of the City Council and the partnership with the School District cannot be overly emphasized.

In addition to the regular broadcasts of the City Council, Zoning, Planning, and School Board meetings, the public is kept informed of the range of activities and events that contribute to the vitality of the City. Independently produced shows such as *Around Town*, *What's Happening at the Audi* and *City Stories* entertain as well as enlighten.

In keeping with the progressive momentum that has characterized ConcordTV, we have evolved into a comprehensive Media Center. With the addition of Studio B, located in the Heights Community Center, our commitment to providing nonprofit organizations with the training, the equipment and the necessary support to further their mission is greatly enhanced. Much work remains, however. The challenges in the coming year include the build-out at the Studio B facilities. This will require a major fundraising campaign. We remain confident in the ongoing support of the community in helping us realize our full potential.

My six years as a member of the Board of Directors have been exceedingly rewarding. As Chair this past year, I have been sustained by, and am most appreciative of, the teamwork demonstrated by the staff, the volunteers and my fellow board members. Such solidarity assures a bright future for the gem that is ConcordTV.

Executive Board

David Murdo, Board Chair

Glenn Mathews, Chair Elect

Kim Murdoch, Treasurer

Michael O'Meara, Secretary

Directors

Gene Connolly,
CHS Principal and Rep.
Jack Dunn,
School District Rep.
Julia Freeman-Woolpert,
At-Large
Tonya Rochette,
At-Large
Charles Russell,

At-Large Bill Whitman, At-Large

Concord Community TV Statements of Financial Position June 30, 2014 and 2013

Total current assets 206,947 235,698	ASSETS		
PROPERTY AND EQUIPMENT 235,698	Cash and Cash Equivalents Short-term investments - Certificate of Deposit	\$ 154,787 52,160	\$ 183,358 52,101
TV Production Equipment 446,109 400,129 Leasehold Improvements 115,054 111,304 Office Equipment 41,175 32,276 Total Property and Equipment 602,338 543,709 Less Accumulated Depreciation (428,746) (378,137) Property and Equipment - Net 173,592 165,572 TOTAL ASSETS \$ 380,539 \$ 401,270 LIABILITIES AND NET ASSETS CURRENT LIABILITIES Accounts Payable \$ \$ 799 Accrued Payroll and Liabilities 10,105 9,330 Total current assets 10,105 10,129 NET ASSETS Unrestricted 41,309 41,309 Total current assets 370,434 391,141	Total current assets	206,947	235,698
TOTAL ASSETS \$ 380,539 \$ 401,270	TV Production Equipment Leasehold Improvements Office Equipment Total Property and Equipment	115,054 41,175 602,338	111,304 32,276 543,709
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Accounts Payable \$ 799 Accrued Payroll and Uabilities 10,105 9,330 Total current assets 10,105 10,129 NET ASSETS Unrestricted 329,125 44,832 Temporarily Restricted 41,309 41,309 Total current assets 370,434 391,141	LIABILITIES AND NET ASSETS		
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- lage	TOTAL LIABILITIES AND NET ASSETS	\$ 380,539	5 401,270 Page 2



Full Time Staff

Doris Ballard, Executive Director

Chris Gentry, Programming/IT Director

Josh Hardy, Production/Training Coord.

Shawn McHenry, Senior Staff Producer

Part Time Staff

Bernadette Meunier, Archivist/Admin Assistant

> Robert Morrill, Media Technician

Tyler Rizzo, Graphic Designer

Support Staff

Emmett Collins, Production Assistant/ Sports Editor

Photos on Cover

Left to Right:
A.J. Nolin, Production Asst.
Sarah Blake, Intern
Matthew Newton "selfie" at
Supporter Appreciation Night

#Future of Promise

A Message from the Executive Director, Doris Ballard

What a busy year for all of us at ConcordTV! As we started offering more programming opportunities, training, and workshops in September at our Studio B in the Heights Community Center, (Studio A remains active in Concord High School) it wasn't long before we began to see just how relevant our organization is becoming in this age of digital technology and media.

Looking back over the years to when Concord Community TV was founded in 1999, it was then all about our three community channels and providing the public with the resources to create content for those channels. Today, our channels, training, and programming remain a vital part of our city's information infrastructure, but they are also part of a broader network of communication tools available to the public.

The "hashtag" (#) that is used throughout this annual report represents one of the new ways that the public gets and shares information today. Whether it's via Twitter (which uses the symbol of a hashtag), Facebook, YouTube, or other social media networks, we realize this technology is just as important as our local cable channels in providing access to the medium of television and video for the public to create and share content.

This year we celebrated 15 years of amazing progress, thanks to our producers, volunteers, board of directors, and an extremely talented staff. And as ConcordTV finds a new sense of place and importance as the people's media center, we look forward to a future of much promise for us all in this great community and City.

The content of this annual report revolves around ConcordTV's Facebook timeline for Fiscal year 2013-2014. The posts that have been selected demonstrate some of the key accomplishments of this exciting year. We hope you enjoy reading it, and will follow along and be part of the station's growth in the years to come.

Get Involved With ConcordTV

Find us Online

Like us on Facebook at /ConcordTV
Follow us on Twitter at #ConcordTV
Watch us on Youtube at /ConcordNHTV

What's the First Step in Getting Involved?

Call us at: (603) 226-8872, or email: doris@yourconcordtv.org









#Summer of Activity

#ProducerShowAUDI:

David Murdo stopped by to tape his show this week, His guest Doug Schwarz came dressed up to let the community know about the upcoming production of Spamalot at the Concord City Auditorium in November. Tune in the coming days to see what he had to say. (Facebook post: July 10, 2013)

#ProducerShowYOGA:

Tonight on The Yoga Show, Karen demonstrates restorative yoga poses that may improve the quality of your sleep. 6pm on Channel 22, Don't miss it! (Facebook post: August 15, 2013, Photo on right)

Two of our longest running shows, What's Happening at the Audi and The Yoga Show created more than 250 programs for channel 22 over the years.





#SummerCamps2013:

Last week was our first session of camp through the Concord Rec Department! We had an incredible group of kids that impressed us every day with their motivation and creativity. (Facebook post: July 15, 2013, Photo on left)

A group of our campers played around with the illusion of flying yesterday.

This is just a small sample of some of the creative videos our campers have been putting together this week. (Facebook post: July 30, 2013)

It was a busy year for youth video camps. A **total of 37 students** ages 9 to 14, attended summer and April vacation camps.

#MediaCenterOpenHouse:

We're ready for you to join us for our Open House at our new media center and TV Studio at the Heights Community Center on 14 Canterbury Rd. (formerly Dame School). Hope you can join us. Ribbon Cutting ceremony at 5:15'ish. It runs from 5 to 8 p.m. (Facebook post: September 11, 2013, Photo on right)



The station **invested \$48,000** in **equipment and fit-up** in transforming 2 classrooms at the former Dame School, which became the new Heights Community Center, into a training room and TV studio, **More than 75 individuals** attended the ribbon cutting ceremony and unveiling on September 11.



#CommunityCoverage:

Will you be at the Making Strides Against Breast Cancer walk on October 20th? Check out this video to learn more about the event. (Facebook post: September 4, 2013)

Did you miss the dedication ceremony for the Endicott Hotel? Our amazing volunteer Anne Saunders got video of the entire ceremony, which has been airing on Ch. 22. It airs again Thursday, Friday, and Saturday at 8 a.m. and 8 p.m., as well as Sunday at 9:30 a.m. and 4 p.m. (Photo on left)

It is estimated that tapings of community events, such as school sports, Market Days, Weekend on the Water, and State of the City luncheon, provided **more than \$135,000** in production value to the community.

#Sports Coverage:

Thanks to Emmett Collins for putting together this CHS Sports promo! Great job! (Facebook post: September 8, 2013, Photo on right)



A value of **more than \$9,000 of equipment** was lent out for free to volunteers to capture high school sports for the public to see on the education channel 6.

#Fall_{of}Collaborations



#HighSchoolLive:

Can you name this well-known Concord personality who worked a camera during CHS Live this morning? (Facebook post: September 20, 2013, Photo on left of Gene Connolly, CHS Principal)

#SchoolBoardCoverage:

The newest School Board monthly meeting can be seen on Education Channel 6 every day at 6 a.m. and 6 p.m. And keep watching our channels for more community programming. (Facebook post: October 8, 2013)

27 School Board meetings were aired on the Education Channel 6, connecting the district with the people of Concord.

#LiveElectionCoverage:

Wow what a day! Josh put together a video that aired during our live election coverage tonight. (Facebook post: November 5, 2013, Photo on right)

Election Coverage total production value approximately \$1,350.





#NonprofitHolidayGreetings:

As the Holiday Season comes to its height, be sure to check out all the holiday greetings from local non-profits. You can see them either on our website or channel 22! (Facebook post: December 18, 2013, Photo on left)

18 organizations came in to tape their holiday message as part of our annual Nonprofit Holiday Greetings Day. = \$2,100+ production value

#ConcordTVProduction:

Taping today, Dr. Derek Jenkins, Adult Reconstruction Specialist, Concord Orthopaedics, is Bob Denz's guest on SeniorSpeakNH. Another most informative program. (Facebook post: November 26, 2013, Photo on right)



ConcordTV produced 13 Nonprofit Connection programs and 11 SeniorSpeakNH shows. Thanks to underwriters of SeniorSpeakNH, Concord Orthopaedics and AARP NH, providing \$1,200 in sponsorship revenue.



#NewDigitalShort:

We are trial running a new weekly / biweekly digital short called "This week at Concord TV". We'll be showcasing what's going on at ConcordTV as well as a few tech tips and other fun stuff. Checkout our first pilot episode! If its something you'd like to see us continue to do, let us know in the comments! (Facebook post: December 4, 2013, Photo on left)

From its creation, *ConcordTV This Week* featured **18 episodes**, averaging about **2 episodes per month**.

#Boys&GirlsClubCollaboration:

Fun stuff happening at the boys and girls club auction! (Facebook post: December 14, 2013 Photo on right)

An estimated value of more than \$6,000 was contributed to the production of the annual Concord Boys and Girls Club auction.



#WinterofInitiatives

#NewWorkshopsforAdults:

Trying to figure out how to use your iPhone or iPad? Sign up for our workshop TOMORROW NIGHT! We have one-hour time slots available from 4 to 8 pm. Please give us a call at 226-8872 if interested. (Facebook post: January 13, 2014)

More studio training going on tonight! (Facebook post: February 26, 2014)

Still time to register for Friday's "How to Create a PSA for your Organization". It's only \$20 bucks and worth it for the info we'll be offering. Call Doris at 226-8872 to sign up. (Facebook post: February 5, 2014, Photo on right)

A series of new workshops for adults was introduced as part of the new Heights Media Center bringing the total **training revenue for the year to \$2,955**.





#SeniorsOfConcord:

We taped 5 seniors at Harris Hill today for our "Seniors of Concord" project. Thank you for making it happen, Darcy of Harris Hill. They were all so inspirational and interesting. Do you know seniors who might want to be a part of it? We're limiting it to 30 individuals. Look for the documentary in the Fall. (Facebook post: February 20, 2014, Photo on left: Chris Pappas interview for Seniors of Concord)

25 Individual stories were taped as part of the "Seniors Of Concord" initiative, ConcordTV's contribution to Concord's 250th anniversary celebration. Their stories will be featured in a film in Spring of 2015.

#ProgressOnYouTube:

You've heard about our Youtube channel -ConcordNHTV - but now is the time for you to subscribe to it. (Facebook post: February 25, 2014, Photo on right)

Since July 2013, ConcordTV has posted 117 videos on its YouTube page. In this fiscal year, we've had 3,550 views, and a total of 7,138 minutes watched. Thats a 392% improvement over the previous fiscal year.





#TrainingAndTipsOnline:

Curious to learn more about lighting and audio for your next video?

Check out our series of training blogs on our website. (Facebook post:

March 20, 2014)

Added to ConcordTV's website was a series of technical and training tips on topics such as: audio, lighting, editing, etc.

#Spring_{of}Surprises



#NewEquipment:

Exciting new equipment at ConcordTV! No more waiting to capture tapes, slick new tripods and infrared recording for low light conditions. Not to mention how much smaller the new cameras are. Available soon for residents to check out and use. (Facebook post: April 11, 2014 Photo on left)

\$26,569.20 is the total purchase price of new digital cameras, microphones, tripods, tricaster board, all available to community users to create content for our channels.

#StateOfTheCityandDowntown:

Checkout "State Of The City"! Airing Friday @ 8:00pm. Sunday @ 4:00pm. Learn more about upcoming projects Downtown and what's going to happen to Loudon Rd. Interesting stuff, not going to lie. (Facebook post: May 15, 2014)

ConcordTV often tapes Chamber of Commerce presentations, such as State of the City, bringing valuable information to those viewers who are not able to attend.

#SchoolCookingShow:

Have you watched Concord's latest cooking show "What's For Lunch?" Join host John Lash (Food Service Director, Concord School District) as he shows us how to prepare delicious, nutritious meals. (Facebook post: June 2, 2014, Photo on right)

A great new surprise addition to Education Channel 6, John Lash's cooking show, *What's For Lunch*, informs the community on the School District's efforts in developing healthy menus for our students.





#TourHeightsMediaCenter:

Want to know more about ConcordTV's Studio B location at the Heights Community Center? Check out this video tour, hosted by Shawn, taped and edited by Aaron. (Facebook post: June 5, 2014, Photo on left)

A good example of what can be done using ConcordTV resources is to create a video tour, such as the one of our Heights Media Center.

#PromMusicMagicandMore:

Taping graduation tomorrow; taped prom last night; taping Midsummer Night Magic tonight; taping some of Granite State Music Festival this weekend . . . And that's this week only. Holy cow! Look for some amazing community

programming in the coming weeks. P.S. Remember that we sell DVD copies too. Beautiful night to go to this event. Look for ConcordTV staff who will be capturing a lot of the activities. (Facebook Post: June 20, 2014, Prom photo on right)

All content created by our staff is archived on DVD and can be purchased by the public. **DVD sales totaled \$1,469** this year, which included copies of NHTI's annual *Dancing with the Concord Stars*,and Concord High graduation and prom.



#BigDayforConcord



#ConcordOnAir:

ConcordTV's 3rd annual Live, 8-hour telecast of Concord On Air was successfully held on Sunday, April 14, from noon to 8 p.m. (Photos on right)



#ImpressiveNumbers:

The event was aired on all three of our local cable channels, and streamed live on our website.

Production Stats: 55 video clips were shown featuring Concord's: nonprofits, school district, businesses, arts and culture, neighborhood events, city history, locations of interest, and more; 37 hosts, guests, and performers participated. 8 Most Fascinating Individuals were featured; 23 volunteers helped to crew, take photos, and post on social media.

Facebook Stats: 112 new "likes", bringing ConcordTV's Facebook page to over 1,000; Reached over 8,000 on the day of the Telecast; 1,365 people engaged on the page during the day.

Website and UStream Stats: Total views: 1,268; Average time viewed online: 6.2 hours.; Ustream reached 36 countries with people who tuned in online; They are in order of most views: United States, Canada, United Arab Emirates, Great Britain, Australia, South Korea, Japan, Qatar, Israel, Hong Kong, Netherlands, Nepal, Belgium, Germany, Denmark, New Zealand, Spain, Norway, Bahrain, Portugal, Bhutan, Singapore, Unknown (2), European country, Malaysia, France, Saudi Arabia, Ireland, Czech Republic, Austria, China, Cyprus, Northern Mariana Islands, Switzerland, Libya;1,219 views from the U.S.

#MostFascinatingIndividuals:

Eight were selected as the 2014 Most Fascinating Individuals, with one featured each hour during the telecast. They are from left to right;

Hope Butterworth, Sarah Cooley, R.P. Hale, Jim Kinhan, Ghana Sharma, Robert "Bob" Williams Pam Tarbell, Emma Servadio

















#Funds Raised:

Thank you Donors and Sponsors \$2,962.00 raised, and \$854.00 in-kind donations

Business Sponsors: The Barley House; Cobb Hill Construction; Concord Dance Academy; Lincoln Financial Group; Merrimack County Savings Bank; Northeast Delta Dental; UPS Store

Individual Donors: Mary Lou Fuller and Kay Amsden; The Bagan Foundation; Roger and Carol Brooks; Allwynne Fine; Julia Freeman-Woolpert; Betty Hoadley; Jon Kelly; Senator Sylvia; Jim and Susan Milliken; David Murdo, Rochette Family; Gene and Irene Rudolph; Pam Tarbell; Casper Kranenburg and Bill Twibill; Scott Fabozzi and Autumn Van Sice; Bob and Doris Williams

In-Kind Donors: Ballard's Ice Cream; Beaver Meadow Golf Course; Common Man Restaurant; Community Concerts; Community Players of Concord; Constantly Pizza; D'Angelo's; DeMoulas; Domino's Pizza; Market Basket Inc.; Domino's Pizza; EMS Sports; Hannaford Supermarkets; Lotions 'n Potions; Pizza Market; Red River Theatres; True Brew; David Murdo; Glenn Mathews; Kentucky Fried Chicken; Kim Murdoch; Panera Bread; Sam's Club; Subway; Tonya Rochette; UPS Store

#Hosts:

Volunteer Hosts (in order of appearance): Mayor Jim Bouley; Tonya Rochette; Lindsay Irwin; David Murdo; Michael O'Meara; Keith Testa; Jessica Fogg; Jennifer Kretovic; Emma Nakuci; Byron Champlin; Jack Dunn; Brent Todd; Tim Sink; Councilor Candace Bouchard; Charles Russell; Gene Connolly; Kim Murdoch; Liza Poinier; Councilor Rob Werner; Councilor Dan St. Hilaire; Chris Emond; Councilor Amanda Grady Sexton

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#Celebrating15YearsofProgress

2014 marked the 15 year anniversary of the founding of ConcordTV as a nonprofit 501c3 organization. On May 16, many of those who have been supporters of the station over the years attended an appreciation night, which was held at the new Concord Boys and Girls Club facility and viewed video highlights of the past 15 years.



#RecognizingSupporters:

The following were recognized for their involvement with ConcordTV: Peter Burgess; Bob Denz, Allwynne Fine; Lindsay Irwin, Casper Kranenburg; Marilyn Fraser; Julia Freeman-Woolpert, Jennifer Gurksnis; Kari Inglis; Rose Marie Lanier; Frances Leitgeb; David Murdo; Ann Marie Nolin; Cynthia and Al Ouellette; Pedro Pimentel, Charles Russell; Bill Twibill; Bob Williams

#AwardsPresented:

Angel Award: Jessica Fogg
Community Partnership Award: Chris Emond and Jon Clay
Concord High School Partner Award: Angel Douglas
Gene Rudolph Technical Award: Michael O'Meara
Government Award: David Gill, Kari Inglis and Laura Bryant,
(Concord Parks and Recreation Department)
Host of the Year: Tonya Rochette,
(Nonprofit Connection)
Jack Hickey Production Crew Award: Dan Rider
Outstanding Leadership Award: Matthew Newton
Outstanding Patience Award: Jon Clay,
(Concord Boys and Girls Club)

Outstanding Service Award: Susan Gunther, (Secretary of Board of Directors) Premiere Program Award:
Glenn Mathews, "Coaches Corner"
Premiere Productions:
Althea Barton, Penacook stories
Junior Production Awards: Clark Todd and Glenn Todd
Robin Cogert, "Bark"
Dawn Drew, "Believe It"
Jennifer Kretovic, "City Stories"
Doris Soucy, "Ten Minutes with Toastmasters"
Joe Gallagher, "New Futures"
Tilak Niroula and Bhutan crew, "Hamro Aawaz"
Producer of the Year: Karen Kenney, "The Yoga Show"
School District Partner Award: Larry Prince
Youth Volunteer Award: Ryan Sweatt

#15YearsOfAchievement:

Since 2002: Volunteers Hours: 32,506 hours volunteered

Since 2006:

Programming/projects: 1/2/2006 to present:

Over 20,000 hours of programming

Free Equipment Usage, Including Studio:

12,226 items; 433,175 hours of use; dollar value to community: \$1,845,118

Class registrations:

1,100 since 2006 Orientations/ Camera/Editing/Workshops/Studio Production/Planning Your Program FUNDRAISING (Since 2002) \$136,617

#FutureOfPromise:

ConcordTV 's plans for the future of the station as a state-of-the-art Media Center and TV Studio in the City's new Community Center were presented, along with a new logo:

#FutureVision:

Telling the story of our City and its people on our channels and online, and connecting the public to the technology of today and the future.



#ProgramsWorthWatching,Channels 6-17-22

Programs voice of the Bands, 2013 Holday Greetings, 62nd Concord Christmas Parade, A Big Secret, A Brief History of Concord N. A Christmas Vasual by Emmett Collers, A Proper for America, A Series Neolal, Abundant Life Ministers, Ales in Worderland, A Present on Secretary (Concord N. A Christmas Vasual by Emmett Collers, A Proper for America, A Series Neolal, Abundant Life Ministers, Ales in Worderland, American Legion, Insectual Concord to Lethanom Concord Christmas Parade, A Proper for America, A Series Neolal, Abundant Life Ministers, American Legion, Insectual Concord to Lethanom Concord Christmas Parade Medical Concord Christmas Parade Life Ministers, and Christmas Chris #1, School Board Work Session #2, School Board Work Session #3, School Board Work Session #4, School Board Work Session #5, School Board Work Session #6, School Board Work Session #7, SCO Jazz Ensemble, Seasons of Poetry, SeniorSpeakNH, Shadows Of Liberty, Sidewalks Entertainment, Smarter Energy, SNOB Film Festival Shorts, SOAK at Penuches in Concord, SPCA Grand Opening PSA, State of the City May 2014, State of the State Lunch with Gov. Hassan, STEM: Science Technology Engineering Math, Stop Bullying, Summer Camp-Behind The Scenes, Superman Cartoons, Teaser PSA, Tell Your Story PSA, Tenor Sax Jazz. The ABC of Aviation, The Bible Speaks Church. The Big Secret Revealed, The Emperor Jones, The Endicott Hotel Dedication Ceremony, The Folklorist, The History of Penacook, The Hovel, The Hurricane of 1938, The J. Steer Trio Jazz, The Kid, The Open Mind with Martin Luther King Jr. 1957, The Trust Awards, The Wide Wide World of NH Specialty Crops, The World of Light, The Winght Museum, The Yoga Show with Karen, Tide Talk, Tide Talk Cosmetology, Tide Talk Film Festival, Tide Talk-Student Music, Toastmasters, Unified Basketball, Unified Soccer, UPSTAIRS Downtown Building Tour, Video Camp Productions 2013, Village of Dreams Christmas Movie, Volunteers in Action, Watch. Learn. ConcordTV PSA, We Are ConcordTV PSA, We Are Serious About Fun, Weaving Our Abenaki Way, Wesley United Methodist Church, What's For Lunch?, What's Happening At The Audi, Wings of Knowledge, Winter in Concord, Wrestling Banquet 2014, Wright Museum Lecture Series, YCAYS Annual Campaign, YCAYS Homlessness, YCAYS VITA, Your Community at Your Service, Your Federal Government, Youth of the Year - Boys & Girls Club of Greater Concord.

About Studio A: Concord High School

ConcordTV's "Studio A" is located in Concord High School, 170 Warren Street in Concord.

Being the main office of the station, we offer the following

equipment pick up and return as well as access to training;

- morning announcement support to High School students for CHS Live;
 available training to high school students, teachers and school staff;
 support to the Concord High School Film Society as Advisors;

- live shows produced by ConcordTV staff, (such as local election coverage);
- training and technical support to the Media Education program at the High School; taping of school sports with help from community volunteers; and taping of the Concord High School events.

Hours are (except when out on location for production): Mon, 10 a.m. to 5 p.m. and Tues through Fri, 9a.m. to 5p.m. Phone: 603-226-8872

About our Media Center/Studio B:Heights Community Center

ConcordTV's Media Center/ Studio B is located in the City's Community Center on 14 Canterbury Rd. (formerly Dame School).

At this location we offer:

- training to the public in the afternoons and evenings;
- community producers' TV show tapings in the afternoons and evenings;
- youth video camps to students ages 9 to 14;
- classes and special workshops for adults;
- workshops for nonprofit organizations and small businesses;
- TV production training for groups and individuals of all ages.

Hours are (except when out on location for production): Tuesday, Wednesday and Thursday, 10 a.m. to 8 p.m., Phone: 603-219-0210