

Celebrating  20 Years!



**2018 - 2019
ANNUAL REPORT**

Greater Concord Chamber of Commerce
Pinnacle Award Winner
NONPROFIT BUSINESS OF THE YEAR

Board of Directors

Executive Board

David Murdo
Board Chair

Clint Cogswell
Vice-Chair

Allwynne Fine
Treasurer

Charles Russell
Secretary

Directors

Jack Dunn
School District Rep.

Robert Altman
At-Large

John Cimikoski
At-Large

Kelly Cuomo Wing
At-Large

Melissa Fisk
At-Large

Michelle Gilbert
At-Large

A message from the Board Chair and Executive Director



How fitting that in our 20th year, our 2018-2019 fiscal year was amongst our most productive and promising for ConcordTV's future. This annual report provides not only statistics but visual context for all the great work done by our board, staff and volunteers in carrying out our organizational mission. We were also honored to be recognized by the Greater Concord Chamber of Commerce **Nonprofit of the Year Pinnacle Award**.

This past year also reflected change, as long-time ConcordTV Executive Director and friend Doris Ballard retired after many years of service to our organization. We thank her for her countless contributions not only to ConcordTV but as an advocate for public access television across the northeast. As we turn the page to new leadership we're forever grateful for Doris's dedication to community media.

We would like to extend a thank you to all those who have helped make ConcordTV a successful thriving organization. And to anyone who has not utilized our resources or has not been involved for a while, please stop by and discover this vital community resource for yourself! You'll be amazed at our friendly staff, professional media facility, and countless opportunities for learning.

Our board and staff adamantly believe that local community media has never been more important in today's world. We hope to enjoy your continued support for the next fiscal year. Together we will continue to build and grow in making ConcordTV the best community resource possible!

Sincerely,

David Murdo
ConcordTV Board Chair

Josh Hardy
Executive Director

ConcordTV Staff

Josh Hardy
Executive Director

Matt Arseneault
Production/
Programming Assistant

Joe Chateaufeuf
Staff Producer

Steve Cloutier
Staff Producer

Emmett Collins
Media Assistant

Michael O'Meara
Administrative
& IT Director

Jim Webber
Marketing &
Administrative Assistant

Mission Statement

To provide residents, city government and educational and nonprofit organizations of Concord, New Hampshire and such surrounding towns that may elect to participate, with the opportunity, facilities and access to cable television for the purpose of producing and cablecasting public interest, cultural education and government programs over the local cable television channels.

CONCORD COMMUNITY TV STATEMENT OF ACTIVITIES

For the Year Ended June 30, 2019

(With summarized financial information for the year ended June 30, 2019)

	2019	2018
REVENUE AND SUPPORT		
Franchise fee	\$ 284,037	\$ 296,230
Service fees	5,567	29,255
Grants	65,352	68,128
Contributions	7,543	4,550
Events	16,644	15,765
Sponsorships	1,000	1,000
Miscellaneous income	33,089	2,140
Interest income	2,103	411
Gain on sale of equipment	1,452	200
In-kind space	44,200	44,200
Total revenue and support	<u>460,987</u>	<u>461,879</u>
EXPENSES		
Program services	324,331	301,461
Management and general	91,314	92,091
Fundraising	17,816	18,863
Total expenses	<u>433,461</u>	<u>412,415</u>
INCREASE IN NET ASSETS	27,526	49,464
NET ASSETS - BEGINNING OF YEAR	<u>490,212</u>	<u>440,748</u>
NET ASSETS - END OF YEAR	<u>\$ 517,738</u>	<u>\$ 490,212</u>

July & August 2018



We continued our tradition of hosting youth video camps over the summer. Every camp sold out, so we had lots of enthusiastic future filmmakers among us. Parker Education generously sponsored our video camps.

Estimated value to the community: \$60,000 in training hours.

Revenue to ConcordTV: \$3,168
(represents 60% revenue split with the city)



ConcordTV provided technical support to the **McAuliffe-Shepard Discovery Center** for their live discussion with Expedition 56. The event went extremely well and was recorded for public access television.

Estimated value to the community: \$5,000



We welcomed new **SeniorSpeakNH** host **Karen Ulmer-Dorch**. This is one of ConcordTV's longest running programs, now sponsored by **AARP**.



The **City of Concord Police Department**, along with several other City departments, businesses and organizations, invited residents to celebrate **National Night Out** at Rollins Park.

Estimated value to the community: \$1,500

September 2018



Concord Multicultural Festival celebrates our cultural diversity with performances, art, food and exhibitors amplifying a diverse and vibrant local community as ConcordTV captures the event.

Estimated value to the community: \$2,500



Dogs of Concord spotlights man's best friend in frolicking short videos sponsored by **Sandy's Pet Food Center**.

Estimated value to the community: \$1,500



PSA DAY provides nonprofits the opportunity to make free public service announcements. Groups participating - American Cancer Society, Canterbury Shaker Village, League of NH Craftsmen, Low Income Tax Project, NH Humanities, Relay for Life, Concord Rotary, Suncook Valley Chorale, Walker Lecture Series and Zonta Club of Concord.

Estimated value to the community: \$9,000



League of New Hampshire Craftsmen hosted **Capital Arts Fest** on South Main St. in downtown Concord. We created a video that highlighted the variety of artists and encouraged the Creative Concord initiative.

Estimated value to the community \$1,500



2018 YOUTH FILM FESTIVAL

On Saturday, Sept. 8th at 10am, a packed house of 160 took their seats for the **2018 Youth Video Camp Film Festival**. 43 young filmmakers from age 8 to 14 created 25 short movies, many of which were shown in their entirety. Every "video camper" received a plaque acknowledgement of their individual contributions, audience members voted for "Audience Choice" film and a fun auction of signed posters and movie props raised money for the special event at **Red River Theatres**.

October 2018



ConcordTV's 8-hour livestream and broadcast could be seen on our three channels or anywhere around the world from our YouTube channel.

CONCORD ON AIR featured live interviews, as well as dozens of pre-recorded videos highlighting our best content. Community guest hosts included: Fire Chief Dan Andrus, Carol Bagan, Mayor Jim Bouley, Stefanie Breton, Paul Brogan, Miriam Carter, Byron Champlin, Chuck Crush, Chris Demers, Lloyd Doughty, Susan Farrelly, Joe Gleason, Jennifer Kretovic, Rose Marie Lanier, Steve Leone, Jasmine Liu, Laura Miller, Matt Newton, David Parker, Suzi Pegg, Anthony Poore, Tonya Rochette, Steve Rothenberg, Charles Russell, Tim Sink, Brent Todd and Rob Werner with ConcordTV Staff.

"Concord Originals" spotlighted local artists and "**Most Fascinating Individuals**" honored individuals' contributions to the community.



Estimated value to the community: \$24,000



Intown Concord's **Halloween Howl** is a fun way to get people to enjoy our downtown. Our staff created a video that captured all the fun and excitement.

Estimated value to the community: \$2,000



We worked with a group of kids who had attended our Summer Video camps and they created two awesome original films!

Estimated value to the community:
\$3,000 in training hours
Revenue to ConcordTV: \$480

November & December 2018



The annual **Boys & Girls Club Live TV Auction** is an incredibly fun and intense live production for our staff and volunteers. The program airs live on all three channels and streams live on YouTube.

Estimated value to the community: \$25,000



ConcordTV made its studio available for local nonprofits to record a free holiday greeting message.

Estimated value to the community: \$10,000
(10 nonprofit groups)



Live Election Coverage

Estimated value to the community: \$5,000



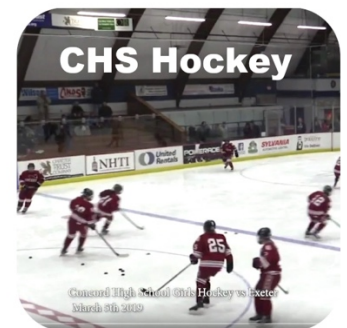
Community Conversations

Our flagship studio program and podcast. Guests included: Concord Public Library, Families in Transition, Women's Club of Concord, NH Humanities, Canterbury Shaker Village, Temple Beth Jacob and Forest Expo.

Estimated value to the community: \$7,000

Volunteers Charlie Russell and Peter Burgess recorded 13 CHS varsity hockey games at Everett Arena. A fine community resource, these games received 1,100 views on YouTube.

Estimated value to the community: \$6,500



ConcordTV staff recorded highlights of Intown Concord's **Midnight Merriment**, an event which encourages residents to celebrate the holiday season in Concord's beautiful downtown.

Estimated value to the community: \$2,500



We recorded all the festivities at **Penacook's annual tree lighting**. One of our camera operators rode along with the fire department as they dropped off Santa!

Estimated value to the community: \$2,000

January & February 2019



ConcordTV welcomed **Leadership Greater Concord** into our facility to learn more about PEG media (Public Access, Education, Government) and how to utilize community media. The group had a great time!

Estimated value to the community: \$2,500



Poetry Out Loud

We not only recorded and aired this year's **CHS Poetry Out Loud** competition, we streamed it live on YouTube so students and faculty could watch from their classrooms.

Estimated value to the community: \$1,000



Penacook Village Association Information Session

Capturing community meeting, such as those put on by the **Penacook Village Association**, helps keep Concord residents engaged and informed.



Oscar Night at Red River Theatres

ConcordTV celebrated one of the biggest nights in cinema with **Red River Theatres**! We recorded red carpet interviews thanks to volunteer interviewers Seraphim and David Afflick.

Estimated value to the community: \$1,000



Brenda and Charles Wilbert's **Schoolhouse Players** created a series of health-related plays and interviews with health professionals.



The **2019 Legislative Outlook** provides informed perspectives on the issues facing legislators in the upcoming legislative session. Panelists include Dean Spiliotes, Phil Sletten and David Juvet (facing) leading discussions on political climate, change in leadership, policy and budget.

Estimated value to the city: \$1,500

March 2019



Concord School District had its annual art gallery at Steeplegate Mall. Our video showcases student artwork and arts in our schools.

Estimated value to the city: \$1,000



Business and Industry Association started a monthly program that discusses business topics in New Hampshire.



The **Greater Concord Chamber of Commerce's** Lunch with New Hampshire Commissioners, held on March 14, 2019.

Estimated value to the city: \$1,500



Rundlett's theatre program gave us a behind-the-scenes look at their rehearsals of *Pirates of Penzance Jr.*

Estimated value to the city: \$1,000

ConcordNHTV Channel on



Top Performing Videos Added in the Fiscal Year

Concord Monitor Editorial Board with Andrew Yang	19,582
Gene Connolly Memorial Service	1,146
Concord High School Graduation 2019	697
Boys and Girls Club Auction 2018	589
Concord High School Academic Awards 2019	293
Barb Higgins - Concord School Board - At-Large	283
School Funding 101	280
Concord On Air 2018	269
Behind the Scenes of Pirates of Penzance Jr.	264
2018 Concord Candidate Forum	214
CHS Hockey vs. Bishop Guertin Quaterfinal Game	193

Top City Videos*

Welcome to Penacook!	609
Concord NH Fire Department Awards - Corbin Raymond	419
Mental Health Awareness with John Broderick	326
National Night Out 2018	269

*videos produced by ConcordTV for the City of Concord's YouTube page, launched in April 2018

Top Videos Watch Time

Concord Monitor Editorial Board with Andrew Yang	322,667
Boys and Girls Club Auction 2018	20,928
Gene Connolly Memorial Service	10,982

Top Performing Older Videos*

Concord High School Graduation 2018	1038
Pie in the Face Challenge at Concord High School	787
Concord High School Soccer vs. Manchester Central 110417	625

*Fiscal Year Views

April 2019



Arbor and Earth Day at Abbot-Downing School

Abbot-Downing School students participated in an **Arbor Day** celebration in collaboration with Concord Parks and Recreation.

Estimated value to the city: \$1,000



State of the City

Estimated value to the city: \$1,000

Concord Mayor Jim Bouley and City Manager Tom Aspell with the **State of the City** presentation, hosted by Greater Concord Chamber of Commerce.



State of the State

Estimated value to the city: \$1,000

Gov. Chris Sununu's **State of the State** event. Hosted by Greater Concord Chamber of Commerce.








**EASTER
EGGSTRAVAGANZA**

A FUN FESTIVAL FOR FAMILY & FRIENDS!

BEKTASH SHRINE CENTER • CONCORDEASTER.ORG

Fri. April 5 3pm-8pm
Sat. April 6 9am-8pm
Sun. April 7 10am-5pm




The Fourth Annual **Easter Eggstravaganza** was supported by \$6,511 in sponsorships, and launched another successful fundraiser for the station, with a net revenue of \$16,295. Silent Auction net doubled the 2018 amount and new elements such as new yard signs, wrist bands, raffle ticket containers and stage scenery were added - along with the outdoor attraction of mini horses visiting from Back In The Saddle. 125 Easter Baskets, 40 Silent Auction Items, 50/50 and \$500 Dollar raffles were featured. 8 Live Entertainment acts and 10 Nonprofit groups provided family-friendly engagement throughout the weekend.



Business Sponsors for "EE4" included Merrimack County Savings Bank, The Bagan Foundation • Rose Marie Lanier Walker Lecture Series • Ballard's Ice Cream, St. Paul's School, Glenn and Susanne Currie, Northeast Delta Dental, Northway Bank, Sugar River Bank, Concord Dance Academy, Havenwood Heritage Heights, Cimo's South End Deli

May 2019



A quick look at some of the fun that was had at Concord General Services' **Public Works Celebration** held during National Public Works Week in May.

Estimated value to the city: \$1,500



Concord Parks and Recreation hosted the Patriots Alumni Association for a free football clinic. Our video highlighted this great city program and hopefully builds interest for next year's clinic.

Estimated value to the city: \$1,000



CHS GRADUATION 2019

We recorded this year's graduation with four cameras and our Tricaster switcher. It was one of our best productions to date and has been viewed over 1,300 times on YouTube.

Estimated value to the city: \$5,000



CHS ACADEMICS

For the first time ever, ConcordTV live streamed both the **CHS Academics** ceremony as well as the **CRTC Comp Night**.

PSA DAY - May 2019

15 Nonprofit organizations recorded free PSAs at ConcordTV.

Estimated value to the city: \$15,000

IN MEMORIAM



In the spring of 2019, ConcordTV lost three very valuable volunteers who were dedicated to our mission: **Chris Wheeden** (left), our receptionist, worked for the State Electrical Licensing Board and the Concord Monitor, **Susan Gunther** (center) who produced the program "The Nonprofit Connection" and was a ConcordTV board member active in getting the station established since 1998, and **Jim Blanchard** (right), the inspirational producer of the long-running program "Prison Chapel of the Air." Their work will be remembered. They will all be missed very much.

June 2019

Celebrating 20 Years!



ConcordTV spent a night to celebrate our **20th Anniversary**. We gave out awards and our staff created four videos that gave perspective on how ConcordTV came to be where it is today. Former ConcordTV Executive Director and program producer Doris Ballard announced Josh Hardy as the incoming Executive Director. At right, Josh presents veteran volunteer Charles Russell with a certificate establishing the Charles Russell Volunteer of the Year Award.

Estimated value (of videos) to the community: \$1,000



The vision of the **Capitol Center for the Arts** reimagined the old Concord Theatre into the new **Bank of New Hampshire Stage**.

2019 Appreciation Awards

- Tyson Award • Glenn Mathews
- Hickey Production Award • Schoolhouse Players
- Hemingway Education Award • CHS Music Department
- Rudolph Technical Award • Pam McLeod, Ben Lambert
- Lanier Producers Support Award • Jim Blanchard, Paul Brogan
- Government Partnership • Stefanie Breton
- Community Partnership • Lynne Sabeau
- Business Partnership • Sandy's Pet Food Center
- Murdo Production Excellence • Ray Dudley
- Youth Volunteer Service • Aaron Saffian, Peri Ayan
- Russell Volunteer of the Year • Ben Mullen
- Angel Award • Glenna Considine
- Spirit of ConcordTV • Emmett Collins



Intown Concord's **Market Days Festival** provided local musical artists on multiple downtown stages.

Estimated value to the community: \$5,000



ConcordTV provided video coverage of the **State House Bicentennial** events that happened throughout the week of June 3rd.

Estimated value to the community: \$10,000 11

"A success story of how to grow and usher in change..."



Concord Community TV honored Nonprofit of the Year at Greater Concord Chamber of Commerce Annual Pinnacle Awards, June 6, 2019

"Concord Community TV's growth from a small public access station with three channels to an active community resource is a success story of how to grow and usher in change. Devoted to providing the public with access to the resources, training and transmission that enables citizens to tell and share their own stories and those of a vibrant community, ConcordTV is everywhere these days. When the internet and social media erupted as a means of communication, ConcordTV quickly adapted and innovated by streaming ConcordTV channels online, making programs available on demand, creating videos on YouTube and Facebook and recording podcasts on various topics made by local producers and nonprofit groups. ConcordTV offers adult education classes in television production, provides media training to teachers, presents workshops for nonprofit groups with limited resources, and hosts video camps training youth in film, television and media literacy, proudly showcasing their work at last year's sold-out youth film festival held at Red River Theatres.

Focused on supporting and sharing the stories and its citizens, ConcordTV's ongoing service to the community and the Chamber demonstrates why they are such an important part of Concord's story and our **Nonprofit Business of the Year**. The Greater Concord Chamber of Commerce proudly presents the **2019 Pinnacle Award to Concord Community TV.**" - Greater Concord Chamber of Commerce

Pictured at top left, Josh Hardy, Doris Ballard and Concord Chamber Board President Joe Kasper.



ConcordTV creates a great environment for kids to have their first encounter with film and production...It's an amazing experience for the kids to create, present and realize the effect [of their work] in front of an audience. - Angie Lane, Red River Theatres



Community media is vital in telling our stories...and we need to have an accessible means to tell those stories. To have a central place in your community where you can share your stories, ideas, your voices and visions is essential. - Matt Newton, NH Film Office

I'm glad that we're covering government and allowing for transparency that didn't exist before ConcordTV. It's my hope that we'll continue to keep covering everything...all those diverse opinions, the various cultures...that all is a part of the ongoing mission. - Lorrie Carey



ConcordTV for me, it's Concord...Concord's people, it's Concord's activities, it's Concord at worship, it's Concord at play, it's Concord politics. ConcordTV is about accessibility, it's about building the kind of community that's democratic, involved and engaged. - Concord Fire Chief Dan Andrus (Ret.)

BY THE NUMBERS

Grand Total Estimated Production Value to the community:

\$315,000

Estimated Value in staff training to youth, individuals, organizations, etc.:

\$70,000

Grand Total Estimated Value in Production Creation and Training:

\$385,000