



**CONCORD
TV**

**YOUR COMMUNITY
MEDIA CENTER**

LOCAL MATTERS
Annual Report 2023-2024

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Richard Finkelson
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Rob Kleiner
At-Large

Tonya Rochette
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ConcordTV Staff

Josh Hardy
Executive Director

Michael O'Meara
Programming & IT Director

Matt Arseneault
Senior Staff Producer

Jim Webber
Marketing & Administrative Assistant

Steve Cloutier
City Meeting Producer

Connor Parzick
Media Technology Assistant

Rose Marie Marinace
Assistant Youth Coordinator

Jacob Dusseault
Junior Staff Producer

Allie Savage
Junior Staff Producer

Emmett Collins
Media Assistant

A message from the Executive Director and Board Chair



This report's theme is "Local Matters". Have you noticed that **ConcordTV's** non-commercial structure and hyperlocal focus makes us unique from any other media outlet?

Our staff and volunteers are fellow community members, and as one long-time supporter phrased it: "**ConcordTV** is able to weave through the community in ways that larger media organizations are unable to do."

In FY 23-24 (July 1, 2023 to June 30, 2024), some examples of ways that Local Matters:

- Our video spotlight on the new Sunfox Farm and Sunflower Festival
- Our fall 2023 extensive coverage of municipal elections, which became the exclusive video source for learning about Concord ballot candidates
- A human interest feature about artist Saad Hindal and his mural project at the BNH Stage
- Video coverage of CHS Unified Basketball

And so many more - many of which you will learn more about in this report!

The great news is that our viewership on digital platforms such as Youtube, Facebook, and Instagram continue to grow. This means accessible content for all residents and that **ConcordTV** has risen to the occasion, reaching audiences where they are! The downside to this development is that cable subscribers in Concord continue to drop, which negatively impacts Cable Franchise Revenues which is our primary funding source.

Together we need to discuss possible solutions, because now more than ever Local Matters. Thank you to everyone for your continued support of our organization as part of the **ConcordTV** family!

Josh Hardy
ConcordTV Executive Director

Stephen Ambra
ConcordTV Board Chair

Mission Statement

To build community through media by creating original video programming, providing public access to equipment and facilities, and by fostering transparency in local government and education.

By The Numbers

Cumulative YouTube Stats	ConcordTV	City of Concord	Concord School District	ConcordTV Facebook	ConcordTV Instagram	TOTALS
Views	72,400	23,000	9,700	19,400	18,000	142,500
Watch Time (hours)	5,500	3,800	1,300	144	100	10,844
Gained Subscribers	329	124	92	132		677
Impressions (times shown to YouTube viewers)	1,300,000	353,200	151,700	46,000		1,851,100
Average View Duration	4:15	6:05	5:39			

Popular Individual Videos (red - ConcordTV blue - City of Concord green - Concord School District)

	Views		Views
Concord Theatre 90th Anniversary	1833	CHS Concert 3-13-24	848
From the Archives: The Cost of War	1499	CHS Concert 3-15_24	831
CHS Drama Mama Mia preview	1087	50th Annual Boys & Girls Club Auction	764
CHS Graduation 2024	1073	City Council Meeting 12-11-23	728
National Night Out Promo	956	Candidate Forum - City Council At-Large	514
Spirit of NH Awards	851		

FACILITY USAGE	Number of shows/podcasts recorded	per production value	total value
	140	\$300	\$42,000
EVENT COVERAGE	Number of events covered /recorded (non City/School)	per production value	Event Coverage Value
	105 community events (City, School and Community)	\$2,000	\$210,000
	75 school board meetings	\$350	\$22,500
	45 City meetings	\$350	\$13,500
			\$246,000
BORROWED EQUIPMENT	Number of equipment reservations by community members	per production value	Equipment Rental Value
	20		\$91,500
	GRAND TOTAL		\$379,500

Statement of Activities For the year ended June 30, 2024

Revenue and Support		Net Revenue	47,830.78
Contributions and Grants	334,657.19	Net Assets	
Program Service Revenue	6,993.00	- Beginning of Year	626,078.00
Investment Income	5,504.90	Net Assets	
Other Revenue	0.00	- End of Year	649,756.00
Total Revenue and Support	347,155.09		
Expenses			
Program Services	227,406.03		
Management and general	71,918.28		
Fundraising	0.00		
Total Expenses	299,068.78		



ConcordTV

Commitment to Inclusive and Representative Coverage

It's important to us that community media represents the voices of everybody in our community. These are some videos we produced that highlight the incredible people and programs that celebrate diversity and inclusivity in Concord.



Free Range Revue

"The Black Legends Revue" in Feb. 2023 was a show in which artists paid homage to black icons as they performed in Drag, Burlesque and other singing acts. The Free Range Revue is a vibrant and inclusive monthly gathering at the BNH Stage, where queer individuals and allies come together to celebrate diversity, express themselves



Saad Hindal Mural Unveiling and Interview

Painter Saad Hindal tells us about his experiences and inspiration for his artwork. And we also were there for the unveiling of the mural he created for the Bank of NH Stage.

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Arts Market Celebrating Pride

Concord Arts Market was at Rollins Park celebrating pride in collaboration with Queerlective and Capital City Pride.



Liberian Independence Day

Liberia was formerly a United States colony founded in 1822 as a haven for African-Americans who had been freed from slavery. In 1847, Liberia was the first African nation to gain its independence from the US. Liberia's Independence Day is a day to honor and highlight the current and historical relationship between the United States and Liberia, and the vital contributions Liberians make to our community.



International Night at CHS



Summer Camp Videos

We hosted 3 weeks of video summer camps in collaboration with Concord Parks and Rec. Most noteworthy this year was an original short horror film "Darkfield Orientation" that ended up being played at the Boston Youth Film Festival. We also hosted a screening at the Kimball Jenkins Estate.



Studio Reservation System

New this year we implemented a studio scheduling program called Calendly which allows our producers to book studio time, which then notifies our staff and sends a reminder to that producer. It has helped avoid double-booking the studio, making our process more efficient and professional!

Independent Producer Highlights

As of this report we have 11 independent producers who rent out our studio monthly to produce noncommercial public access programming on TV or podcast.

SeniorSpeak NH

Building NH

Importance TV

Prison Chapel of the Air

Capital Area Chats

What's Happening at the Audi

As The Reel Turns

Minister Evangelical

The Sky This Month

ReadLocal NH

That's Inclusive!



Loeb School of Communication

ConcordTV teamed up with the Loeb School of Communications for this workshop series. We hosted a group of 10 community members for a free 4-week workshop at the studio, providing activity-based lessons on basic videography, editing, and digital storytelling.

City of Concord



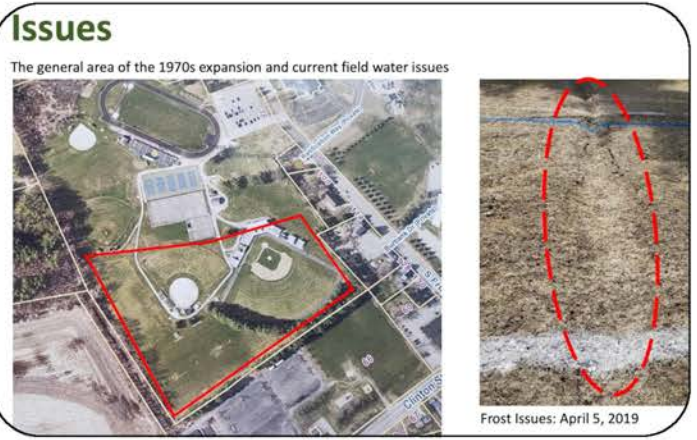
City Council Meetings



Zoning Board Meetings



Planning Board Meetings



Memorial Field Listening Session



Keach Park Lights Meeting

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SKATEBOARD PARK CHARRETTE

Come help design our new skateboard park!

Tuesday, March 26, 6:30 p.m.

City Wide Community Center, 14 Canterbury Road, Concord



Skate Park Meetings

City Departments and Events



**Penacook Landing
Ribbon Cutting**



CFD Trench Rescue Training



**Discovering Concord Parks
Series**



Canal St. Groundbreaking



**Greenway Trail Phase 2
Groundbreaking**



Talk Concord Podcast Series

Concord School District



CONCORD SCHOOL BOARD Monthly Meeting

June 3rd, 2024



Concord School Board Meetings



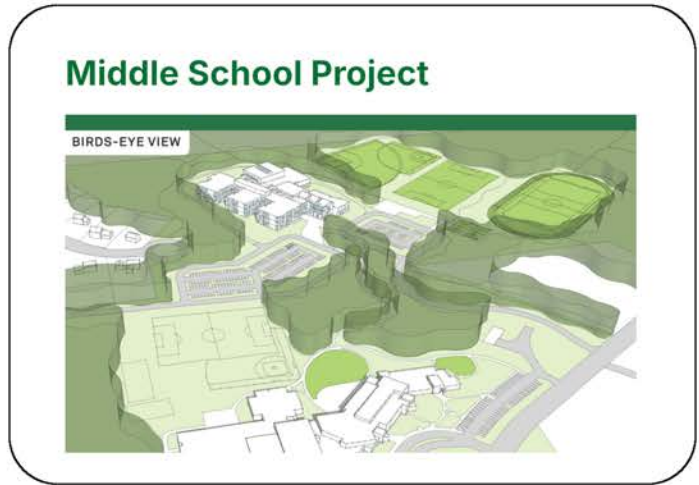
CHS Varsity Hockey



21C Rundlett Film Club



CSD Art Show Reception



Middle School Project



Abbott Downing Spring Concert

Concord School District



9th Grade Orientation Day CHS



CRTC Interviews

ConcordTV provided video production support for Concord Regional Technical Center in recording program information videos. We then worked with students on editing together each program video.



Rundlett 21C Ride-4-Focus



Funding Fairness Project

NH School Funding Fairness Project hosted an informative event discussing school funding and making it more equitable for students and taxpayers alike.



CHS Wall of Fame Ceremony

In Our Community



Some of the **Nonprofits Served**

Boys and Girls Club of Central NH
CATCH Neighborhood Housing
Concord Community Music School
Concord Historical Society
Concord Multicultural Festival
Concord Rotary
Crisis Center of Central NH
Friends Program
Greater Concord Chamber of Commerce
Intown Concord
Junior Service League
Kimball Jenkins School of Art
Nackey S. Loeb School of Communications
New Hampshire Technical Institute
OLLI NH
Overcomers Refugee Services
Project S.T.O.R.Y.
Zonta Club
and more!



Sunfox Farm Sunflower Festival



From the Archives: The Cost of War

ConcordTV in partnership with State of NH Archivist Ashley Miller are producing a monthly history series called "From the Archives"



Concord Historical Society: The History of Swenson Granite

Every month we record Concord Historical Society presentations, not only so people can watch if they missed the in-person event but also for us to archive and preserve these important historical topics.



Election Coverage 2023



Concord Coach Moving Day



Concord Community Music School: Be The Change Concert



Solar Eclipse in Concord

Where were you for the 2024 Solar Eclipse? Our staff was all over Concord recording not just the eclipse but how Concord celebrated!



Concord Theatre 60th Anniversary Celebration

Greater Concord Chamber of Commerce
 Tuesday, October 24
Monthly FORUM Economic Inequity
 GUEST SPEAKER **JEFF FUHRER**
 Former Executive Vice President and Director of Research at the Federal Reserve Bank of Boston
 Author of *The Myth That Made Us: How False Beliefs about Racism and Meritocracy Broke Our Economy (And How to Fix It)*

Greater Concord Chamber of Commerce Events

Monthly FORUM
State of the State
 Tuesday, March 26th
 11:30 a.m. - 1:00 pm.
 Red Blazer Restaurant & Pub

Greater Concord Chamber of Commerce
 Lincoln Financial Group

CONCORD TV

25 CELEBRATING YEARS

YOUR COMMUNITY MEDIA CENTER



ConcordTV staff, program hosts, local producers and community supporters gathered at Bank of New Hampshire Stage to **Celebrate 25 Years** of providing community media. The evening included a video of the station's history, and a number of **Appreciation Awards**, recognizing valuable contributions over the past year.

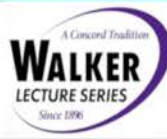
The free event was made possible through the support of the **Walker Lecture Series**. Sponsors included **Merrimack County Savings Bank**, **Dugan PR** and **A Friend of ConcordTV**.

Volunteers of the Year
Jill Lessard • Ryan Vezina

Community Partnership Award
Concord Historical Society

Interns of the Year
Oscar Gamache • Caroline Sweet

Outstanding Service Award
Melissa Fisk



**FIRST PLACE
DOCUMENTARY
CATEGORY**



On November 19, 2023, **ConcordTV** received first place honor at the **ACM-NE Nor'easter Awards** for the documentary **THE PLAYERS: The 95-Year History of the Community Players of Concord NH**. The project was developed with the support of **New Hampshire Humanities** and the participation of the **Community Players**, who provided over 1000 photos and interviews with 24 of their members. The documentary tells the story of Concord's community theatre, a "little theatre" that grew up in hard times, learned from the pros, found a home and became a resource for a growing arts community. The documentary is currently available to view on YouTube.

We remember
our friend
Joe Kasper



**THANK YOU
FOR SUPPORTING
YOUR COMMUNITY
MEDIA CENTER**

