



CONCORD TV
 CELEBRATING
25 YEARS
 YOUR COMMUNITY MEDIA CENTER

**ANNUAL
 REPORT
 2024 - 2025**



Board of Directors

Executive Board
Stephen Ambra
Board Chair

Daniel Rich
Vice-Chair

Tonya Rochette
Secretary

Rachel Perri
Treasurer

Directors
Jim Bouley
At-Large

Clint Cogswell
At-Large

Richard Finkelson
At-Large

Rob Kleiner
At-Large

Wendy Lapham
At-Large

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

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A message from the Executive Director and Board Chair



We're excited to share ConcordTV's 2024-25 Annual Report with you! This report overlaps with the end of our 25th anniversary season and the start of a busy 1st half of 2025. This report showcases the vital services provided by ConcordTV on a daily basis that serve our mission of Building Community Through Media.

You'll notice in this report that our team was out in the community quite a bit - whether it was for a park ribbon cutting, Chamber of Commerce event, or spotlighting local bands, we're producing local media programming that informs and entertains Concord residents: we take great pride in that!

We thank all our staff and our board members for their commitment, vision, and efforts in helping to fulfill our mission. And we thank all our friends, supporters, and sponsors in the community who help make ConcordTV such a vibrant community resource available to everyone!

Josh Hardy
ConcordTV Executive Director

Steve Ambra
ConcordTV Board Chair



Vision Statement

A better connected and informed Greater Concord community.

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	84,300	22,500	13,900	187,000	60,000	367,700
Watch Time (hours)	4,900	3,900	3,400	N/A	N/A	12,200
Gained Subscribers	305	125	41	199	250	920
Impressions (times shown to YouTube viewers)	1,105,801	315,230	178,270	N/A	18,603	1,617,904
Average View Duration	3:40	9:33	15:02	N/A	N/A	N/A

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

	Views			Views	
Parade of Lights highlights	9,000	Facebook	Concord Pride 5K highlights	1,492	Instagram
Matt Bonner Wall-of-Fame	5,473	Instagram	CHS Graduation	1,369	YouTube
School Board Meeting 1/6/25	3813	YouTube	Blackmagic Camera Unboxing	1,323	YouTube
Rock N Race Promo	3,700	Facebook	Special Olympics Torch Run	1,169	YouTube
Christa Statue Unveiling	2,272	YouTube	Tour of Old North Cemetary	1,157	YouTube
CHS/CRTC Career Fair	2,153	Instagram	Walk-a-Mile highlights	1,100	Facebook
Intown Winter Fest	1,769	Instagram			

FACILITY USAGE	Number of events	per production value	Value
	137	\$350	\$47,950
EVENT COVERAGE	Number of events	per production value	Value
Field Productions	120	\$1,500	\$180,000
City Meetings	50	\$500	\$25,000
School Meetings	80	\$500	\$40,000
BORROWED EQUIPMENT	Number of rentals	per production value	Value
	11	N/A (variable)	\$87,000
GRAND TOTAL			\$379,950

Statement of Activities For the year ended June 30, 2025

Revenue and Support		Net Revenue	30,757.
Contributions and Grants	351,729.	Net Assets	
Program Service Revenue	7,829.	- Beginning of Year	649,756.
Investment Income	751.	Net Assets	
Other Revenue	1,175.	- End of Year	680,513.
Total Revenue and Support	361,484.		
Expenses			
Program Services	250,951		
Management and general	74,988.		
Fundraising	4,788.		
Total Expenses	330,727		



ConcordTV

ConcordTV at Sound and Color



Introducing Dogs of Concord



Live Election Coverage



Nonprofit Holiday Greetings



ConcordTV Youth Video Camp



Capital Area Student Leadership





ConcordTV

Independent Producer Highlights

- SeniorSpeak NH
- Building NH
- Importance TV
- Prison Chapel of the Air
- Capital Area Chats
- Music & Arts Box
- What's Happening at the Audi
- As The Reel Turns
- Minister Evangelical
- The Sky This Month
- ReadLocal NH
- That's Inclusive!

List of Volunteers

Thanks to our volunteers who have helped record, host and edit various ConcordTV productions!

- Roger Brooks
- Peter Burgess
- Rich Hagin
- Chelsea Hardy
- Christina Huntress
- Candice Morey
- Don Morey
- Fisto ndayishimiye
- Charlie Russell
- Owen Simoes
- Cody Walker
- Shaun Wicks

Community Conversations



- AAA Driving Safety
- Arts Funding NH
- Boys & Girls Club
- Capital Region Food Program
- Earth Day
- The Merrimack
- Miss Capital Area
- NH Book Festival
- NH Humanities
- OLLI
- Project Search
- Turning Pages



City of Concord

Meeting Coverage



Talk Concord Podcast Series



CFD Elevator Training



Penacook Library Ribbon-Cutting



CFD Training at Fire Academy



Wings & Wheels



City Departments and Events



Canal Street Park Update - Part 1



Loudon Road Bridge Pubic Meeting



Canal Street Park Update - Part 2



Community Power



Greenway Trail Ribbon Cutting



Concord School District



In Memory

We Remember
Kathleen
Murphy



Career Fair



CHS Sports



CHS Wall of Fame - Matt Bonner



CSD Art Show Reception



Middle School Project



Concord School District

CHS Graduation 2025



Tidal Wave CHS Announcements



Jazz and Chamber Concert



Rundlett Robotics



Rundlett 21C Film Club



RiZing Tide Podcast



In Our Community

Frederick Douglass Reading



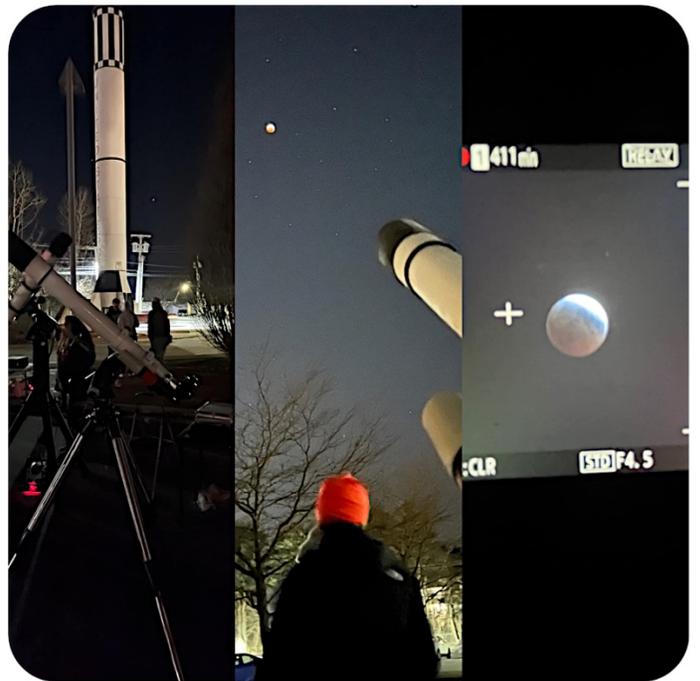
Granite United Day of Caring



Naturalization Ceremony



Lunar Eclipse



Concord Reads - Guest: Ty Gagne



Penacook Memorial Day Parade





Walker Lecture Series



Forgotten Voices: Female Composers



Concord Historical Society



Arts Spotlight Series



Spirit of NH Awards



Community Protest



Community members gathered in Concord on February 5th

Alliance for
Community
Media



FIRST PLACE VIDEOS



Black History Month
Unity Concert

From The Archives
The Cost of War



We Remember



Gene
Rudolph



Paul
Brogan



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



Thank You
to our
ConcordTV
UNDERWRITERS

