ADDED VALUE to the community

ANNUAL REPORT 2019 - 2020
In gathering information for the FY 2019-20 annual report, our reflection started with a simple question: "what value does ConcordTV and local community media offer to our community?" We think this report provides some resounding answers!! Throughout our annual report you’ll see examples of ConcordTV video production/training services that provide value to our community, especially when it was needed most.

You’ll also notice that throughout FY 2019-20 ConcordTV produced an impressive amount of high-quality original video content. These videos - such as the award winning videos Welcome to Penacook and Heights Community Mural - not only helped boost local awareness of what’s happening in our city, those memories will also be archived and preserved for generations to come.

As always, our board and staff strongly believe in the value of local community media. This year demonstrated that our mission is more important than ever before. We greatly appreciate the support from our community partners and look forward to helping Concord emerge from the other side of the COVID-19 pandemic. Thank you again for your support of ConcordTV!

Sincerely,

David Murdo
ConcordTV Board Chair

Josh Hardy
ConcordTV Executive Director
ConcordTV continued to offer its state-of-the-art podcast studio to a variety of producers this past year. The recording space is ideal for those who want to produce online media content but don’t necessarily want to be on-camera. The following producers utilized the podcast studio in the past year.

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**2019 - 2020 FY Major Podcast Series**

- Talk Concord (produced by City of Concord)
- NH Unscripted
- Franco-American Centre
- Title Chasers
- A Minute with Relay for Life

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**CONCORD COMMUNITY TV**

**STATEMENT OF ACTIVITIES**

For the Year Ended June 30, 2020

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

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE AND SUPPORT</strong></td>
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<tr>
<td>Franchise fee</td>
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<td>Service fees</td>
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<td>Events</td>
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<td>Sponsorships</td>
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<tr>
<td>Miscellaneous income</td>
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<td>388</td>
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<td>Interest income</td>
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<td>Gain on sale of equipment</td>
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<td>1,452</td>
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<td>In-kind space</td>
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<td>44,200</td>
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<td><strong>Total revenue and support</strong></td>
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<td>460,987</td>
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<td></td>
<td></td>
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<tr>
<td><strong>EXPENSES</strong></td>
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<tr>
<td>Program services</td>
<td>290,326</td>
<td>315,932</td>
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<td>Management and general</td>
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<td>97,503</td>
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<td>Fundraising</td>
<td>17,145</td>
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<td><strong>Total expenses</strong></td>
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<td>433,461</td>
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<td></td>
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<tr>
<td><strong>INCREASE IN NET ASSETS</strong></td>
<td>5,416</td>
<td>27,526</td>
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<td><strong>NET ASSETS - BEGINNING OF YEAR</strong></td>
<td>517,738</td>
<td>490,212</td>
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<tr>
<td><strong>NET ASSETS - END OF YEAR</strong></td>
<td>$523,154</td>
<td>$517,738</td>
</tr>
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</table>
YOUTH VIDEO CAMPS

37 video campers, age 9 to 14 participated in four weeks of creative energy at ConcordTV Youth Video Camps, writing, shooting and editing more than 25 short videos. Campers explored using cameras, lighting and digital editing equipment as they worked in genres from action to suspense to music video and even "mockumentary." And the best part of camp is always working together and making new friends.

Thanks to Walker Lecture Fund for providing select scholarships and Parker Education for their generous sponsorship of summer 2019 video camps.

HOP ON ABANDONED RAILROAD TRACKS TO EXPERIENCE CONCORD WITH THE NEW SCENIC RAILRIDERS. THIS NEW ATTRACTION STRETCHES SIX MILES DOWN THE MERRIMACK RIVER. ESTIMATED ADDED VALUE TO THE COMMUNITY $1,200.

NATIONAL NIGHT OUT, SPONSORED BY THE CONCORD POLICE DEPARTMENT WITH THE PARTICIPATION OF CITY DEPARTMENTS, BRINGS AN EVENING OF COMMUNITY SPIRIT TO ROLLINS PARK. ESTIMATED ADDED VALUE TO THE COMMUNITY $1,200.

INTOWN CONCORD HOSTED JULY’S CAMP INTOWN ON THE STATE HOUSE PLAZA WITH OLD FASHIONED FIELD DAY GAMES FOR ALL AGES. ESTIMATED ADDED VALUE TO THE COMMUNITY $1,200.

FOURTH OF JULY

July 4 Independence Day celebration at Memorial Field with Nevers 2nd Regiment Band and fireworks display, hosted by Concord Parks & Rec Department - what a blast! Estimated added value to the community $1,200.
September 2019

Wings and Wheels event at Concord Municipal Airport, cosponsored by the City of Concord, Parks and Recreation and GSAMA (Granite State Airport Management Association) took place September 22nd. Estimated added value to the community $1,000.

Will Stewart addresses the guests at Insider’s Guide to Greater Concord, for Stay Work Play and CYPN (Concord Young Professionals Network.) Estimated added value to the community $1,000.

Municipal Election - September 2019. Local elections and polling locations provide fascinating community coverage for ConcordTV. Estimated added value to the community $1,000.

The City of Concord joined AARP NH for Unveil the Trail event. A ribbon cutting was held before the group headed out on the trails for a 2-mile walk. Estimated added value to the community $1,000.

Adopt-a-Spot at Broken Ground School

On September 10th, Broken Ground School students, faculty, and parent volunteers helped pull weeds, plant bulbs, and spread mulch. It’s a great way for students to be involved in cleaning up and keeping their school in great condition! Estimated added value to the community $1,000.

ConcordTV Youth Video Camps held the fourth annual Youth Film Festival at Red River Theatres for a sold out Saturday morning crowd of young filmmakers, parents and friends. Highlights of 25 videos made by campers 9 to 14 were shown on the big screen. Awards and certificates were presented. Audience favorite film: “Steps to Glory”
October & November 2019

CASL (The Capital Area Student Leadership Program) ConcordTV made a presentation to CASL as the student leaders learned about many community organizations in the area. Members of the Concord community gathered at Arnie’s Place on the Heights to paint a community mural. Facilitated by Creative Concord and muralist Karen Kelly, with a grant from NH Charitable Foundation. Estimated added value to the community $1,000.

ConcordTV visited the Kimball Jenkins School of Art during their ART + LIFE event celebrating “Where Art and History Meet.” Outreach and development director Althea Barton narrates. Estimated added value to the community $1,000.

Rotary Club of Concord begins a new series, Rotary Today. The president Warren Emley appears in the debut episode with member Doris Ballard. Estimated added value to the community $1,000.

Burundi drummers are one highlight of the Multicultural Festival energy on the State House plaza in September. A celebration of all cultures, with entertainment by local performers. Estimated added value to the community $1,000.

Election Night. Charles Russell, Roger Brooks host as director Joe Chateaneuf prepares coverage of 2019 local elections at ConcordTV. Estimated added value to the community $1,000.

The Concord NH Fire Department held a ribbon cutting ceremony and open house at their new fire training facility, located on Old Turnpike Rd. Estimated added value to the community $1,000.

Students of Concord’s Broken Ground School (Grades 3-5) take a field trip to Manchester’s Currier Art Museum in October with the cameras of ConcordTV along to capture the day. Estimated added value to the community $1,000.

Greater Concord Chamber of Commerce celebrates its 100th year at its Annual Meeting. Amongst the highlights of the evening is the presentation of the 2019 Citizen of the Year Award to Claudia Walker. Estimated added value to the community $1,000.
December 2019
& January 2020

A look behind-the-scenes before the Boys & Girls Club Auction, an event aired live for ten hours on ConcordTV and streamed on the club’s website. This successful event draws hundreds of viewers. **Estimated added value to the community $1,000.**

CYPN, Concord Young Professionals Network kick back at Concord Craft Brewing and at Lithermans Limited. Host Connor Spern and members discuss favorite local spots. **Estimated added value $1,000.**

Intown Concord Winter Fest brings folks out for music, ice carving, s'mores, fun and warm smiles on a cold January weekend. **Estimated added value to the community, $1,200.**

Leadership Greater Concord tours in on media day, as future new leaders in government, business and nonprofit work learn the ropes of engaging with their community. **Estimated added value to the community $1,000.**

HOLIDAY GREETINGS ON LOCATION
ConcordTV records video greeting cards for local nonprofits (some on location!). Bryanna Marceau (left) represents Greater Concord Chamber of Commerce and Concord Public Library staff sings (right). Greetings also recorded for Concord Rotary, Aids Quilt Names Project, Concord Regional Food Project, American Legion, Canterbury Shaker Village, Community Concerts Assn. **Estimated added value to the community $12,000.**

BY THE NUMBERS
Grand Total Estimated Production Value to the Community: **$200,000**
Estimated Value in staff training to youth, individuals, organizations: **$75,000**
Grand Total Estimated Value in Production Creation and Training: **$275,000**

Rabbi Levi Krinsky of Chabad Center for Jewish Living lights the Menorah on the state house plaza, signaling the start of Chanukah, Festival of Lights. **Estimated added value $1,000.**

Greater Concord Chamber of Commerce presents the annual Economic Forecast Luncheon with speaker John Fuhrer of Federal Reserve Bank of Boston. **Estimated added value $1,000.**
February 2020

2020 Presidential Primary Results were streamed live to viewers on YouTube and Facebook. Hosts Charles Russell and Dr. Roger Brooks discuss election returns (below). *Estimated added value $2,500.*

Understanding Property Assessments and Taxation presented valuable homeowner information. Director of Real Estate Assessments, Kathy Temchack hosts the program. *Estimated added value to the community $1,000.*

City of Concord and Central NH Regional Planning Commission host the Concord Trail Master Plan Public Forum for the community to weigh in on the future development of this valuable resource. *Estimated added value to the community $1,000.*

Consultant Lee Einsweiler of Code Studio assists with an introduction to the Phase 1 draft of the Concord NEXT Zoning Code Update, held February 18, 2020 at Penacook Elementary School. *Estimated added value to the community $1,000.*

Join Us for a White Park Playground Design Community Meeting

City staff, Friends of White Park and the Recreation and Parks Advisory Committee held a public meeting to review and discuss the draft design for the upgraded playground. *Estimated added value to the community $1,000.*

Celebrating the 30 year mark of Coach Dunc Walsh’s career with CHS Varsity Boys Hockey with memorable video highlights through the years from 1990 to the present. (left) *Estimated added value to the community $1,000.* Concord High School vs. Pinkerton Academy, 1/29/2019 (right)
March 2020

A Change of Plans

At the end of February 2020, ConcordTV was in full production mode, creating public access programming, city and school district content in the studio and on location. The station was gearing up for our fifth weekend-long fundraiser in April. City and state government responded to the COVID 19 crisis with stay-at-home order issued March 13th, and ConcordTV closed the studio to volunteers and local program producers. The station redoubled efforts to serving the City of Concord, providing technical guidance to City Hall and creating new programs to connect the school district with parents and students. Local producers were supported in producing online content and ConcordTV’s programming continued to connect local nonprofits, businesses and health organizations with the community during the weeks of quarantine which followed.

POSITIVITY PROJECT

ConcordTV Positivity Project - viewers shared photos and video examples of keeping active and up-beat in this challenging time. Estimated added value to the community $1,000.

Youth Art Month Exhibition

Concord School District’s Annual Art Show goes virtual with interviews with teachers and more than 200 student art works in this video. Estimated added value to the community $1,000.

ConcordTV assisted CHS in assembling a series of videos about remote learning for ELL English Language Learners in twelve languages. Estimated added value to the community $1,000.

In Depth: School & Community

In search of the perfect medium to reach out to parents and students during the health crisis, the interim Superintendent of Schools, Dr. Frank Bass came to ConcordTV to create a series of up-to-the-minute informational programs.

Included were: Remote Learning, Senior Perspectives, Facilities and Technology, NH State Education, Commissioner Edelblut, Community Perspectives, Tech Support for Remote Learning, COVID-19 Update, Administration Update and Concord Students Give Back to the Community…and more!

Estimated added value to the community $9,500.
MaskUpNH and Rotary Club of Concord hit the road, distributing free masks to anyone who wants one to slow the spread of Covid-19. *Estimated added value to the community $1,000.*

**Principal's Message**

CHS principal Reardon provides guidance for a semester of virtual classes in a special message. *Estimated added value $1,000.*

City of Concord’s phased approach to reopen facilities during the COVID-19 pandemic with guidelines in place for the health and safety of staff and the public. This video details how to access City Hall and Code Administration. *Estimated added value to the community $1,000.*

Rundlett Middle School staff and parents send their 8th graders off with a celebratory drive-through at the school. *Estimated added value $1,000.*

Concord High School music students offer a **Virtual Cabaret Night** of 21 performances at the end of their spring semester of distance learning. *Estimated added value to the community $1,000.*

**IN MEMORIUM**

Bob Stevens, the host of Veterans Forum, travelled the state to put veterans’ personal stories on the air. We will miss him dearly.

A Tour of Old North Cemetery

Cemetery Administrator Jill McDaniel-Huckins takes us on a **Historic Tour of Old North Cemetery** to learn more about the people buried there. *Estimated added value to the community $2,500.*

**Community Conversations**

One of ConcordTV’s flagship programs found new opportunities in the early months of the 2020 pandemic and, thanks to technology, continued keeping viewers in touch with the community. Programs included Downtown Impact, Greater Concord Chamber of Commerce, Intown Concor, Red River Theatres, NH Preservation Alliance, Parker Education, Concord Family YMCA & more. *Estimated added value $12,000.*
June 2020

The 5th Graders of Abbot-Dowing School are all saluted in this video tribute prepared for their graduation at the end of difficult school year. Estimated added value to the community $1,000.

Collaboration between departments solved the myriad of technical issues making Concord High School Graduation live stream possible. Estimated added value to the community $10,000.

Concord Regional Technical Center - CRTC Comp Day was a seven hour event streamed live on YouTube to honor hard working graduates. Estimated added value to the community $5,000.

NH Center for Nonprofits brought over 400 organizations together for a 24 hour fundraiser for nonprofits. ConcordTV enjoyed participating, receiving donations from 24 online donors.

Concord Fire Department held their 2019 Awards and Recognition Ceremony outdoors in June 2020 to honor service in the past year. We congratulate the winners. Estimated added value $2,000.

Visiting Main Street with Intown Concord as the reopening began showed us the issues retailers were facing during this time. Estimated added value to the community $1,000.

Top Performing Videos Added in the Fiscal Year

<table>
<thead>
<tr>
<th>Video Title</th>
<th>Views</th>
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<tbody>
<tr>
<td>Concord High School Graduation Ceremony 2020</td>
<td>5184</td>
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<tr>
<td>Tulsi Gabbard Visits Concord High School</td>
<td>2387</td>
</tr>
<tr>
<td>CHS Faculty and Staff Message to Students</td>
<td>1843</td>
</tr>
<tr>
<td>Scenic Railriders</td>
<td>1727</td>
</tr>
<tr>
<td>CHS Virtual Cabaret</td>
<td>1218</td>
</tr>
<tr>
<td>CRTC Graduation Ceremony 2020</td>
<td>1115</td>
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<tr>
<td>CHS Underclass Awards Ceremony</td>
<td>1010</td>
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<tr>
<td>CHS Senior Awards Ceremony</td>
<td>830</td>
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<tr>
<td>CHS Graduation 2020 Procedures</td>
<td>562</td>
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<tr>
<td>Concord High School NH Scholar’s Night Ceremony</td>
<td>553</td>
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Top City Videos

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<tr>
<th>Event</th>
<th>Views</th>
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<tbody>
<tr>
<td>National Night Out 2019</td>
<td>537</td>
</tr>
<tr>
<td>2019 Wings and Wheels Event</td>
<td>483</td>
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<tr>
<td>Doing Business with City Hall and Code Office</td>
<td>356</td>
</tr>
<tr>
<td>2019 Fire Department Awards Ceremony</td>
<td>303</td>
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<tr>
<td>Fire Training Ribbon Cutting Ceremony</td>
<td>270</td>
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Top Videos Watch Time

<table>
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<tr>
<td>Concord High School Graduation Ceremony 2020</td>
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<td>Tulsi Gabbard Visits Concord High School</td>
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<td>Boys and Girls Club Auction 2019</td>
<td>203.9</td>
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<tr>
<td>CRTC Graduation Ceremony 2020</td>
<td>198</td>
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<tr>
<td>CHS Underclass Awards Ceremony</td>
<td>186.5</td>
</tr>
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June 23, 2020

ConcordTV discovered an innovative way to honor and highlight the creative volunteers and civic partners who contributed to community media during the past fiscal year. Combining brief online interviews with award announcements, the event was prerecorded and released to a much wider audience than would ordinarily have been able to attend. We congratulate all the winners!

Tyson Award • Doris Ballard
Hickey Production Award • Dave McDonald
Hemingway Education Award • Dr. Frank Bass
Rudolph Technical Award • Clint Klose
Lanier Producer Support Award • Karen Ulmer-Dorsch AARP NH
Government Partnership • Robin Wirbal
Community Partnership • Intown Concord Dawn Triconi
Murdo Production Excellence • Concord Food Co-op
Youth Volunteer Service • Matt Schultz
Russell Volunteer of the Year • Connor Parzick
Gene Connolly Multimedia Scholarships:
Megan Lorenze • Peri Ayan

Your City Connection
Channel 6 - Education  Channel 17 - Government

The restrictions of the pandemic served as an opportunity for ConcordTV to redouble commitment to connecting city government with the community. Online city council, planning and zoning meetings were streamed live and rebroadcast and made available on demand. Public information regarding access to General Services, Code Administration and Police was aired 24/7. Concord School District school board meetings streamed live to keep parents and the public directly in touch with changing policies. Throughout the COVID 19 crisis, ConcordTV continues to update the community regarding Parks & Recreation, and Concord Public Library information as well.