

BEDFORD TV

ANNUAL PLAN

2014

Summary

Bedford TV is a non-profit community access television station serving the town of Bedford. The Bedford TV mission is to make media available, reflective, and responsive to the needs of our community.

We broadcast 24/7 on Comcast channels 8, 9, and 99 and Verizon Channels 38, 39, and 40. Channels 8/38 broadcast public access programming, channels 9/39 broadcast our electronic bulletin board, and channels 99/40 broadcast a mix of educational and governmental programming. Last year Bedford TV produced 533 locally produced programs for a total of 457 hours of programming. With the changes outlined in this report we expect that number to go up significantly to around 600 hours of locally produced content in 2014.

Bedford TV is more than just the three channels seen at home though. In the next year we will continue to expand the range of services that we provide to the town, services that include classes for all age ranges, internship programs, and collaborations with local non-profits and government organizations. The following report shows our plan for expanded programming and services, as well as changes to staffing and our financial plan for 2014.

Staffing

Bedford TV is aware that its reports to the Town have been of inferior quality and often late. To correct this problem, we have eliminated the position of Executive Director and redistributed the responsibilities of that position as follows.

Our Production Manager, Greg Dolan, has been promoted to the new position of Production Director and assigned responsibility for all production-related activities, including scheduling and supervision of the studio and all field activities.

Our Web Designer, Paula Gilarde, has been given the position of Outreach Manager and assigned the additional responsibility of outreach to the Bedford community and has had her hours increased accordingly.

We are presently in search for a part-time Administrator whose primary responsibility will be Contract Compliance, especially the timely production of the reports required in the contract. This person will supervise our contract Accountant and will work with the Board Treasurer to

produce the periodic financial reports required by both the Board and the Town Contract.

We have increased the hours worked by our Production Assistant Brian Dorrington to replace the time Mr. Dolan will be spending on his new management responsibilities.

We are presently in search for a part-time freelance videographer, primarily to cover night events, including School Committee and Selectmen's meetings.

We believe these changes will result in improvements in the quality and timeliness of reports both to the BCAT Board and to the Town. However, these staff additions, which are primarily driven by the demands of the Contract and the Cable Committee, will also result in significant additional expenditures on personnel. These increases are reflected in our CY 2014 budget (attached), which shows a significant deficit. To cover this deficit, we are beginning to spend the Operating Reserve that we have accumulated over the years to cover such a contingency.

Programming

Our public, educational, and government programming is the face of Bedford TV for viewers.

Our goal is to expand the reach of all three in the coming year.

Public

2013 PUBLIC PROGRAMMING

Mass Music Hub, Bedford Common, Sound Off, First Parish, First Church of Christ, Heritage Park Church, Hancock Church, International Church of God, Trinity Covenant Church, Archival Movies, Senior Scene, COA On Air, Hopeful Aging, Munch, What's Cooking Bedford, Murphy's Law, You

Disability, Physician Focus, The Legal Edition, Bedford Library Supreme Court Series, Chamber Connections, MCC World of Music Concert Series, St. Paul's Tonight!, Gun Violence in America, Bedford Historical Society Presentations, On Field Emergencies, Money Talk, The Jazz Room Live, Captain Mysterious, Flavors of Bedford, Pay it Forward Day, Polecapping, Home Hazardous Waste Removal, SEPAC Presentations, This Mom Needs Help!, Let's Get Fit, The Folklorist, The Bedford Recreation Dance Recital, Understanding Mental

Understanding Mental Illness, Examining Spiritual Faith in America, Carleton Willard Oral History, Drawing with Fred, BCA Promo, Ask Dog Lady, Together We're Ready: Massachusetts Prepared, Stand Up to Bullying: What Every Parent Needs to Know, Soccer Trick Shots, Bedford Day 2013, Mildred's Millions, Citizen of the Year, I Remember Bedford, Just a Minute, Hello Bedford, Life Matters, John Dodge Coat Drive, Veterans Day Ceremonies, Annual Benefit Hockey Game, The Fancy Kind.

2014 PUBLIC PROGRAMMING OVERVIEW

Bedford TV's public programming is mostly derived from locally produced content and is supplemented by bicycled programming from other towns and archival programming. Bedford TV plans to continue and expand its work to serve as a creative outlet and free speech platform for those who live, work, or study in the town in order to increase the amount of locally produced public access programming. To meet this goal we have a number of initiatives for the coming year.

First, we will continue to collaborate with local organizations and non-profits to produce original programming. Relationships with these kinds of groups have been mutually beneficial. Organizations are able to get their message out and expand their outreach into the community while Bedford TV gains programming and trains volunteers. Communications Manager Paula Gilarde and the future administrative staff member will be designing and implementing a plan to create new relationships with town organizations.

Bedford TV is also committed to making the process

of creating and submitting a show as easy as possible. To that end we will be expanding our online program submission and request tools. Currently, we are able to accept entries for a monthly video contest through our website through the service "send this file." In the next year we will be expanding this tool to accept other programs from members so they can quickly and easily submit programs online. We will also be unveiling a program request tool on our website so residents can submit a request online for events to be covered.

In 2014 we will also be expanding the amount and types of classes that we offer. We are working with Bedford Youth and Family Services (BYFS) to offer classes for middle school students in the winter, spring, summer, and fall. In the past we had offered two classes with BYFS but we are looking to increase the amount of classes to meet increased demand. We have also seen an increase in demand for classes pertaining to independent filmmaking. To meet this demand we will be piloting a class designed to meet the needs of independent filmmakers.

Educational

2013 PROGRAMMING

BHS Sports: football, soccer, basketball, volleyball, hockey, lacrosse, BHS Live, BHS Peer Leaders events, BHS History Fair, Bedford Education Foundation PSA, MCC Connects, BHS Concerts, Middlesex Community College Student Concerts, 21st Century Learning, Lane School Talent Show, BHS Teacher Appreciation, JGMS Teacher Appreciation, BHS Poetry Slam, BHS Dance, BHS Mock Accident, CSF Awards, BHS Graduation, JGMS Moving On, Prom Stroll, BHS Tournament of Plays, Middlesex Community College Faculty Recital



2014 EDUCATIONAL PROGRAMMING OVERVIEW

Bedford TV maintains strong relationships with all of the public schools in Bedford as well as Middlesex Community College and Shawsheen Technical High School. We cover all major events at Bedford Schools from the Talent Show at the Lane School through Bedford High Graduation. We also collaborate with Middlesex Community College to air their monthly informational program MCC Connects and to cover their concert series. Recently, Bedford TV has been working with Shawsheen Technical High School School Committee member Debbie Kostas to make more Bedford students and parents aware of the opportunities at that school through a series of PSA's and appearances on Bedford TV shows.

In addition to these initiatives, Production Director Greg Dolan teaches a broadcast journalism course at Bedford High School that meets twice in every six-day cycle. Students in this course learn the basics of video production and run BHS Live, a live morning announcements program that airs daily at 7:50 AM during the school year. Students from this class are required to cover three events outside of school during the year, giving them real world

videography experience while also expanding Bedford TV's coverage of educational programming. Additionally, Bedford TV recently partnered with BHS to get six licenses of Final Cut X to use at the high school, which will not only help students produce more programming in 2014, but will also allow students to learn a professional video editing program. In the coming year Bedford TV hopes to not only teach students this program but to also offer seminars for teachers to learn how to use this program as an educational tool in other classrooms.

Bedford TV will also continue with its internship program. Every summer we do a month long internship program. Interns tend to be Bedford High School students or Bedford High School alumni. This year we will also be piloting a January internship program for returning college students who are looking for both course credit and experience for their resumes.

Government

2013 PROGRAMMING

Town Meeting, Town Caucus, Bedford Common, Bedford Youth and Family Services Presentations, School Committee, Soldiers Journal, Public Forum on Gun Violence Legislation, The Gerry Leone Show, Capitol Conversations, Rappin' with the Rep, DPW Paper Recycling PSA, Hanscom Air Force Base Starbase Youth Program, VA Creative Arts Festival, Hanscom Area Town Selectmen, Your Federal Government, Healthy Bedford Presentation, DPW Garbage Date Change PSA, Public Forum on the Bedford Plaza Hotel, Bedford's Comprehensive Plan



2014 GOVERNMENT PROGRAMMING OVERVIEW

With the wiring of the Selectmen's meeting room set to be completed early in 2014, Bedford TV is committed to vastly expanding its coverage of local government meetings. Currently, the only meeting we cover is the School Committee; however, once the Selectmen's room set up for meeting coverage we plan on covering all Selectmen meetings as well as other town boards that meet in the room for up to three meetings a week. We project that this will result in 150 additional hours of government programming in 2014. These meetings will be covered in part by Production Assistant Brian Dorrington but will mostly be covered by a freelance videographer who will be responsible for night events such as these meetings

In addition to meeting coverage, Bedford TV also plans to continue with additional government programming. We will continue to cover events such as Town Meeting, Town Caucus, open forums, and local elections. We also plan to continue our work with the Edith Norse Rodgers Memorial Veterans Hospital, Hanscom Air Force Base, Bedford Youth and Family Services, the Bedford DPW, and local elected officials. Additionally, we will continue our local government coverage on the monthly magazine show Bedford Common. Each month on Bedford Common a representative from the Selectmen, the School Committee, and the Planning Board appear to synopsise the events of the previous month and give a preview for upcoming events and issues pertaining to their board.

Outreach

There is a heavy focus on outreach for Bedford TV in 2014. We are striving to increase awareness of our programming and services as well as recruit new volunteers and community partners. To meet this goal we have created the role of Outreach Manager and put employee Paula Gilarde in this role. In addition to running the community bulletin board, Paula has long been the online face of Bedford TV, running our website and managing our social media presence. In addition to her online role, Paula now liaisons with the Bedford Community Partnership as well as Bedford Schools and organizations.

In 2014 Bedford TV will also be adding a new administra-

tive staff position that will have, in addition to contract compliance responsibilities, responsibilities pertaining to community outreach and fundraising. These duties are explained in detail in the attached job descriptions. The Communications Manager and the Administrator will collaborate to design and implement an outreach plan that increases community awareness of Bedford TV and expands our volunteer base.

Finances

In addition to the following documents, we would like to note that we are investigating what it would take for us to change our fiscal year to coincide with the town.

Bedford TV 2014 Budget

January through December 2014

Ordinary Income/Expense Income

4000 — Franchise Revenue	194,000.00
4100 — Program revenue	
4160 — Kids Class	500.00
Total 4100 — Program revenue	500.00
4300 — Fundraising	
4330 — Donations	1,000.00
4340 — DVD & Tape Copies	3,000.00
Total 4300 — Fundraising	4,000.00
4800 — Transfer from Operating Reserve	8,600.00
4900 — Bank Interest	150.00
Total Income	207,250.00

Expense

5000 — Payroll Expenses	
5005 — Production Assistant Salary	20,000.00
5030 — Merit Increases and Adjustments	2,000.00
5040 — Payroll Taxes	11,700.00
5045 — Production Manager	53,460.00
5055 — Administrator Salary	20,000.00
Total 5000 — Payroll Expenses	107,160.00
5100 — Contract Labor	
5110 - Videography	12,000.00
5120 - Technical Support/Services	5,000.00
5125 — Web Services	12,000.00
Total 5100 — Contract Labor	29,000.00
5200 — Facility	
5230 — Internet/phone	3,500.00
5240 — Janitor/Cleaning	1,700.00
5260 — Rent	17,500.00
5280 - Studio& Sets	3,500.00
Total 5200 — Facility	26,200.00
5300 — Government Fees	100.00
5400 — Insurance	
5415 · Worker's Comp Insurance	400.00
5430 · Directors, Officers & Media	5,000.00
5440 — General Insurance	3,600.00
Total 5400 — Insurance	9,000.00

5500 — Organizational Expenses		
5505 — Volunteer		1,200.00
5525 — P.O. Box Fee		120.00
5540 — Community Outreach		5,000.00
5550 — Web Hosting		120.00
5560 — student/intern supplies		1,000.00
5580 — Scholarships		1,000.00
Total 5500 — Organizational Expenses		8,440.00
5600 — Professional Development		
5610 — Conference Fees		1,000.00
5620 — Conference Travel Expenses		1,500.00
5630 — Dues and Subscriptions		500.00
Total 5600 — Professional Development		3,000.00
5700 — Supplies		
5710 — Computer Software		,000.00
5720 — Computer Supplies		1,000.00
5730 — Office		500.00
5740 — Postage		350.00
5760 — Media/DVDs		300.00
Total 5700 — Supplies		3,150.00
5800 - Professional Fees		
5810- CPA		2,500.00
5820 - Bookkeeping		1,200.00
5830 — Payroll Service		1,000.00
Total 5800 Professional Fees	4	,700.00
5900 - Operating Capital		
5910- Office Furniture		2,500.00
5920 - Office Equipment		4,000.00
5930 — Production Equipment		10,000.00
Total 5900 Operating Capital		16,500.00
Total Expense		207,250.00
Net Ordinary Income		0.00

Capital List 2014

Item	Brand	Model	Price	Quantity
Switcher	Blackmagic Design	ATEM 1 M/E		1
Switcher Panel	Blackmagic Design	ATEM 1 M/E Broadcast Panel		1
Edit Computer	Apple	Mac Pro		1
Field Camera	JVC	GY-HM 600		1
Field Camera	Blackmagic Design	Blackmagic Cinema Camera		1
Tripod	Sachtler	FSB-4 Tripod System		1
Steady Cam	Glidecam	HD4000 Kit 2 Stabilizing System		1
				23,174

BHS Equipment	Equipment Type	Brand	Model	Price	Quantity
Camera		Canon	VIXIA HF R400		6
Tripod		Magnus	PV-7450M		3
Teleprompter		Telmax	Galaxy Series Pro iP Ex iPad Teleprompter		2
					\$269
					\$79.95
					\$449
					\$2,751.85

Job Descriptions

Production Director

Summary Description

The Production Director of Bedford Community Access Television supports Bedford TV and its Board of Directors by managing staff, overseeing operations and developing programming.

Terms of Employment

Full-time salaried position

Duties and Responsibilities

Executive Relationship

- Reports to the Bedford TV Board of Directors
- Carry out policies and programs established by the Board of Directors
- Work with the Board to develop and implement policies, procedures, and long-range plans
- Recommend operational policies or changes to the Board of Directors
- Present a quarterly operations report to the Board of Directors describing current activities, accomplishments, potential problem areas, productivity metrics, and finances.
- Collaborate with the Administrator, Bookkeeper and Treasurer to prepare annual operating and capital equipment budgets at least sixty (60) days before the end of the fiscal year.
- Perform such other duties as from time to time may be assigned by the Chairperson of the Board of Directors
- Create annual capital equipment and operating budgets in collaboration with the Board
- Prepare for and participate in the annual PEG Access performance evaluation hearing

Programming

- Work independently and with staff and community to develop content for Bedford TV
- Establish, supervise, and publicize Bedford TV's program schedule
- Schedule coverage of community events
- Develop, create, encourage and supervise production of original local content

Operations

- Manage routine operations of Bedford TV, Work with staff to establish and monitor procedures for facility operations and equipment use
- Approve and oversee the purchase and installation of all production and office equipment
- Stay informed of industry trends, issues, events, and developments through professional publications and peer contacts in order to facilitate sharing of knowledge and best practices
- Provide first line technical support for video production and playback equipment as well as provide IT support for networking and computer software and hardware.

Community Outreach

- Develop useful and appropriate volunteer and internship programs

Qualifications and Requirements

Education/Experience

BA or BS degree in management, communications or other relevant areas, or equivalent experience
Supervisory, managerial and/or administrative experience in the PEG Access field, or in related areas such as community media, public administration, nonprofit management, arts, etc.

Desirable Knowledge, Skills, and Experience

- Extensive knowledge of the cable TV and PEG Access field, including the history and philosophy of PEG, and a strong commitment to First Amendment rights and enhancing citizen participation through access to communications media
- Personnel management experience, including responsibility for hiring and termination

- Demonstrated strong verbal and written communications skills, as well as excellent public speaking skills for both formal and extemporaneous presentations
- Demonstrated desire to positively impact the community and to improve public dialogue through access to communications media
- Ability to reach out to and work with diverse groups, individuals, ideas and opinions; cross-cultural competence and a demonstrated commitment to diversity
- Computer, Internet and new technology experience
- Demonstrated self-confidence and sound judgment sufficient to handle challenges
- Knowledge of Bedford community
- Knowledge of field and studio video production, PEG operating rules and procedures, operation and maintenance of production equipment, and familiarity with all modes of cablecast, internet, and other dissemination technologies
- Strong computer and communication skills
- Experience supervising staff and volunteers
- Knowledge of the history and current state of federal, state and local cable regulations
- Experience working effectively with a volunteer Board of Directors and a variety of committees and individuals

Evaluation

Annually, per performance evaluation and compensation guidelines

This job description should not be construed to imply that these requirements are the exclusive standards for the position. Additional duties and responsibilities may be assigned. Employees will follow any other instructions and perform other related duties as may be required to fulfill all job responsibilities and the mission of the organization. The Board reserves the right to waive any requirements contained in this job description.

Outreach Manager

Summary Description

The Outreach Manager of Bedford Community Access Television supports Bedford TV and its Board of Directors by engaging the greater community through the use of external media such as Internet communications, and press releases.

Terms of Employment

Part time, hourly position with a minimum of 10 hours per week

Duties and Responsibilities

Executive Relationship

- Reports to the Bedford TV's Production Director
- Carry out policies and programs established by the Production Director
- Recommend operational policies or changes to the Board of Directors
- Present a quarterly operations report to the Board of Directors describing current activities, accomplishments, potential problem areas, productivity metrics, and finances.
- Perform such other duties as from time to time may be assigned by the Production Director

Programming

- Share in the preparation of Bedford TV's program schedule
- publicize Bedford TV's program schedule

Operations

- Stay informed of industry trends, issues, events, and developments through professional peer contacts in order to facilitate sharing of knowledge and best practices

Community Outreach

- Build and maintain close working relationships with representatives of civic institutions, town organizations, and community leaders
- Work with the Administrator to develop and implement a marketing/public relations plan using all available media, including the Internet, to increase community access programming, facility use, and viewership of Bedford TV

Qualifications and Requirements

Education/Experience

- BA or BS degree in communications or other relevant areas, or equivalent experience

Desirable Knowledge, Skills, and Experience

- Knowledge of Photoshop and familiarity with graphic design principles.
- Knowledge of Wordpress, HTML, CSS , e-commerce and web design
- Knowledge of current social media platforms, and best practices
- Ability to outreach to and work with diverse groups, individuals, ideas and opinions; cross-cultural competence and a demonstrated commitment to diversity
- Knowledge of Bedford community
- Computer, Internet and new technology experience
- Demonstrated self-confidence and sound judgment sufficient to handle challenges

Evaluation

Annually, per performance evaluation and compensation guidelines

This job description should not be construed to imply that these requirements are the exclusive standards for the position. Additional duties and responsibilities may be assigned. Employees will follow any other instructions and perform other related duties as may be required to fulfill all job responsibilities and the mission of the organization. The Board reserves the right to waive any requirements contained in this job description.

Administrator

Summary Description

The Administrator of Bedford Community Access Television supports Bedford TV and its Board of Directors by managing the corporation's finances, fundraising, and compliance with contractual obligations.

Terms of Employment

Part-time, salaried position

Duties and Responsibilities

Executive Relationship

- Reports to the Bedford TV Board of Directors
- Carry out policies and programs established by the Board of Directors
- Work with the Board to develop and implement policies, procedures, and long-range plans
- Recommend operational policies or changes to the Board of Directors
- Present a quarterly operations report to the Board of Directors describing current activities, accomplishments, potential problem areas, productivity metrics, and finances.
- Collaborate with the Production Director, Bookkeeper and Treasurer to prepare annual operating and capital equipment budgets at least sixty (60) days before the end of the fiscal year.
- Perform such other duties as from time to time may be assigned by the Chairperson of the Board of Directors

Managerial and Contractual Duties

- Provide accurate annual and quarterly financial and activity reports
- Maintain Bedford-TV's books and prepare checks for the Treasurer's signature
- Prepare for and participate in the annual PEG Access performance evaluation hearing
- Administer annual budget, using responsible fiscal procedures, monitor operating expenses to assure cost effective operations and purchasing procedures
- Prepare all reports required in Bedford TV's contract with the Town of Bedford

Operational Responsibilities

- Manage routine administrative and financial operations of Bedford TV in collaboration with the Treasurer and Bookkeeper
- Ensure that Bedford TV complies with the terms of franchise and operating agreements with the Town of Bedford
- Pursue and incorporate additional revenue sources through a variety of fundraising mechanisms consistent with the mission statement of the organization
- Stay informed of industry trends, issues, events, and developments through professional peer contacts in order to facilitate sharing of knowledge and best practices

Community Outreach

- Build and maintain close working relationships with representatives of civic institutions, town organizations, and community leaders
- Develop and implement a marketing/public relations plan using all available media, including the Internet, to increase community access programming, facility use, and viewership of Bedford TV in collaboration with B-TV's Outreach Manager
- Develop and implement a fundraising plan to supplement cable provider receipts

Qualifications and Requirements

Education/Experience

- BA or BS degree in management, communications or other relevant areas, or equivalent experience
- Supervisory, managerial and/or administrative experience in the PEG Access field, or in related areas such as community media, public administration or non-profit management
- Two to five years work experience

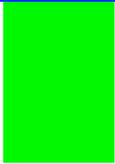
Desirable Knowledge, Skills, and Experience

- Demonstrated experience in fiscal administration, planning, management of nonprofit organization(s), and development.
 - Marketing, fundraising, and bookkeeping experience
 - Experience working effectively with a volunteer Board of Directors, a variety of committees and individuals
 - Successful track record in fundraising, including short- and long-term planning, grant writing, individual donor outreach, and the ability to cultivate relationships with potential donors
 - Demonstrated desire to positively impact the community and to improve public dialogue through access to communications media
 - Experience supervising staff and volunteers
 - Demonstrated self-confidence and sound judgment sufficient to handle challenges
- Demonstrated verbal and written communications skills, as well as excellent public speaking skills for both formal and extemporaneous presentations
 - Ability to reach out to and work with diverse groups, individuals, ideas and opinions
 - Cross-cultural competence and a demonstrated commitment to diversity
- Strong computer and communication skills
 - Computer, Internet and new technology experience
 - Demonstrated proficiency in Microsoft Office Programs and Quicken/Quickbooks.
- Knowledge of Bedford community
- General knowledge of the cable TV and PEG Access field, including the history and philosophy of PEG, and a strong commitment to First Amendment rights and enhancing citizen participation through access to communications media
- Knowledge of the history and current state of federal, state and local cable regulations

Evaluation

Annually, per performance evaluation and compensation guidelines

This job description should not be construed to imply that these requirements are the exclusive standards for the position. Additional duties and responsibilities may be assigned. Employees will follow any other instructions and perform other related duties as may be required to fulfill all job responsibilities and the mission of the organization. The Board reserves the right to waive any requirements contained in this job description.



Bedford TV
16 South Rd
Bedford, MA 01730
Tel: 781 275 5004
Web: bedford.tv