2017 Annual Report

246 Market Street, Lowell, MA

www.LTC.org

Lowell's Media Center
www.LTC.org

LTC Staff 2017

Soumita Acharya
Community Producer

Wendy Blom
Executive Director

Caroline Gallagher
Programming Coordinator

Brian Dorrington
Director of Municipal Programming

Steve Manock
Production Support Coordinator

Jason Marshall
Municipal Producer

Joanne McGilvery
Reception

Gloria Polites
Outreach Coordinator

Nary Tith
Administrator

Board of Directors 2017

City Manager Appointees
Mike Demaras
Sean Thibodeau
Kerran Virgoux
Allison Lamey

City Council Appointees
Wael Kamal
Jim Leary, City Council Liaison
John McDonough
Roberto Dei

School Committee Appointees
Jack Pinard, Vice President
Anne Sheehy, President

Member Representatives
Visal Chin
Maritza Grooms
John Lawlor
Sidney Liang
Lynne Lupien
Fru Nkimbeng
Jim Peters
Michael Reid, Treasurer
Sharon Shelton

LTC Staff

Board Members
Maritza Grooms & Lynne Lupien

Comments from the Executive Director - Wendy Blom

It has been an exciting year of changes here at LTC. Several community programming initiatives brought renewed interest to the channels. "LTC News" launched in September 2016 with Caroline Gallagher as News Director. The now bi-weekly show looks at news, issues, and events in the City. Chris Scott of the Lowell Sun contributes an in-depth interview with a Lowell newsmaker, Soben Pin of the Khmer Post gives us her perspectives, and field segments are produced by LTC staff and interns.

Community Producer Soumita Acharya has collaborated with several organizations to start new series such as Artist of Lowell, Issue at Hand, and Earth Talks Back. LTC covered community meetings on siting the new high school and lots of candidate debates and forums. We were pleased to work with Fru Nkimbeng on programs about disturbing developments in his homeland of Southern Cameroon. The summer was packed with live festival coverage and our summer youth media program created an engaging horror flick.

The HD upgrade inside LTC is now complete and our programs can be seen in high definition on Roku and from our web streaming and on-demand pages of our website. In collaboration with Middlesex Community College, we set up a podcast room for audio production.

I am excited to begin implementing our new strategic plan, which will help keep LTC sustainable in today's evolving media environment. It was gratifying to have so many community members participate in the process and express their vision for LTC's future. LTC continues to play a vital role in the City for civic engagement, economic development, and cultural expression.

Comments from the Board President - Anne Sheehy

I'm pleased to introduce this year's annual report, a comprehensive perspective of everything happening at LTC. In addition to the numerous new activities, productions, and programs, this year we completed an extensive long range strategic planning process. This process involved numerous community stakeholders as drivers of the plan. As a result, we feel poised to bring LTC into the next decade as a strong, sustainable local media outlet for our community, serving Lowell's diverse citizenry.

Most encouraging, this season we saw the use of LTC for programming related to our community's unprecedented community discussions around the location of the proposed new and/or renovated Lowell High School. LTC was also used extensively for local election coverage, with candidate forums produced by neighborhood groups, UTEC, and LTC in collaboration with the Lowell Sun, a business member of LTC. Equal and fair access for every member is vital to our success as a community institution. As a board, we continue to strive for abundant and equitable community access for all and hope that we succeed in this very important endeavor.

If you haven't spent any time at Lowell Telecommunications Corporation, come on down. We hope that you will take time to visit, and then give us a call if you'd like to learn more.

Membership

Individual Members: 339
Member Organizations: 36

350 MA of Greater Lowell
Angkor Dance Troupe
Boys and Girls Club of Greater Lowell
Brush Art Gallery
Cambodian Mutual Assistance Assoc.
Center For Hope and Healing
Christ Jubilee International Ministries
Circle Home Inc.
Coalition for a Better Acre
Community of Khmer Buddhist Monks
Enterpreneurship for ALL
Enterprise Bank
Fifth Street Baptist Church
Girls Inc. of Greater Lowell
Girl Scouts
Glory Buddhist Temple
Greater Lowell Chamber of Commerce
Greater Lowell Community Foundation
Life Connection Center
Lowell Celebrates Kerouac
Lowell Community Charter School
Lowell Celebrates Kerouac
Lowell Community Health Center
Lowell Downtown Neighborhood Assoc.
Market Condominium Trust
Merrimack Valley Convention & Visitors Bureau
Merrimack Valley Housing Partnership
Merrimack Valley Playwrights
Middlesex Community College
Nonprofit Alliance
Peniel Assembly of God Church
Pollard Memorial Library
Project Learn
Southeast Asian Water Festival
United Teen Equality Center
University of Massachusetts Lowell
Whistler House Museum of Art

Interns

Eno Adoghe
Dylan Carreiro
Savonna Chantha
Chanelle Cruz
Meaghan Gallagher
Elise Gorzela
Alec Harmon
Khatumi Kadiri
Shammah Kitiibwa
Ted Perotti
Zach Perry
Jason Sicklick
Lucas Som-Oeur
Glen Cote

Gallery Exhibitions

July 2016: Jennifer Shao, Chinese/Contemporary
September 2016: Paula Richards, Larger Than Life
October 2016: Lowell Celebrates Kerouac-Satori in Paris
November 2016: Brush Gallery Artists
January 2017: MCC Lessons from the 20th Century
February 2017: History UnErased
May 2017: MCC Juried Student Show
June 2017: Making Art with Artists

FY 17 Programming and Usage Statistics

Channel 8	2,737 hours of original programming
Channel 95	3,404 hours of original programming
Channel 99	506 hours of original programming
Total Hours	21,698 hours of local programming, both original and repeats

Equipment Usage	members and staff checked out cameras 403 times
Studio Usage	The studios were used 807 times
LTC $ Value	$1,806,104
Visitors to LTC	8,107visitors during the year.

LTC 2017 Award Winners *Congratulations!*

Lifetime Achievement - Sidney Liang
Talent of the Year - Alanna Flood
Intern of the Year - Glen Cote
LTC Spirit - The Hogan Family
Producer of the Year - Armando de Jesus Munera "Tiempo de Paz"
New Show of the Year - "Civic Sanctuary" Jack Mitchell of Lowell Votes
Organizational Partner of the Year - The Lowell Sun - "Sunspot" on LTC News
Channel 8 Show of the Year - "Earth Talks Back" - Neil Dale
Channel 95 Show of the Year - "Voz Do Atlantico" - George Oliviera
Channel 99 Show of the Year - "Lowell Remembers" - Jim Peters
Comunity Impact - "History in Lowell" - Robert Forrant, Maritza Grooms

Sidney Liang

Glen Cote

Alanna Flood

The Hogans with other FF Volunteers

Armando de Jesus Munera

Civic Sanctuary

Sun Spot on LTC News

Earth Talks Back

Vos do Atlantico

Lowell Remembers

History in Lowell

Highlights of The Year

* Live coverage of the Lowell Folk Festival
* Live coverage of the Southeast Asian Water Festival
* Live coverage of the African Festival
* Partnered with Middlesex Community College Media Department, providing classroom space and equipment for their media production classes
* Cablecast the MCC graduation live from the Memorial Auditorium.
* Screening of Youth Matters Media Festival winners
* Downtown Lowell First Thursdays participant
* Coverage of the Nonprofit Alliance Legislative Breakfast
* Coverage of the Angkor Dance Troupe Gala
* Production of a City of Lowell parking meter video
* Coverage of the GLCF Annual Meeting
* Two panel discussions on the "Crisis in Cameroon"
* Summer youth programs
* Launch of LTC's podcast studio
* Hosted a Lowell Celebrates Kerouac event
* Girls. Inc. video workshop
* Lowell Public Schools Civics Day tour
* Girl Scout PSA workshop
* Chamber of Commerce sponsored workshops
* Coverage of the Khmer Post Anniversary Gala
* Coverage of Lowell Winter Fest
* Hosted community meetings
* Produced a tour of the three possible high school locations
* Covered community meetings at City Hall, the Senior Center and the High School on the location of a new high school
* Produced numerous candidate debates and speeches.
* Strategic planning

Youth Media

Youth Media

Folk Festival Studio Show

Coalition for a Better Acre Flash Mob

* Installation of a new Broadcast server
* Installation of a Tricaster switcher and Sony cameras in Studio A
* Upgrades to the LTC website
* Launch of a Roku channel, "LTC Lowell"
* Streaming on Facebook live from Studio A
* Won two awards in the "A Town Video Contest" for youth projects
* Participated in the Creaticity Festival
* Coverage of the Lowell Kinetic Sculpture Race
* Coverage of "Dance for Peace"

Member Series Programs

Angkor New
At Home With You
Beyond
Cambodia News Program
Cambodia Town
Cambodian Amer. Christian TV
Cambodian Baptist
Chamber Chat
Chanting
City Life
CMAA TV
Colores Latinos
Comm. of Khmer Buddhist Monks
Camb. Women's Learning Project
Camb. Women's Organization TV
Dharmma Talk
Discourse
Dollars & Sense
Fellowship Hour
Fifth Street Baptist Church
Glory Buddhist Temple
Good News
Ha Tora Yeshiva
Iraqi Refugee
Jivit Thmei
Khmer Angkor
Khmer Buddhist
Khmer Cultural Council
Khmer Lowell
Khmer Meditation
Khmer Refugee
Khmer Sentimental Show
Khmer Talk
Khmer Tradition
Life and Art
Living in Cambodia
Lowell Cambodian American TV
MAPS
New Buddhist Temple
Our Neighborhood
Peters' Principles
Pilgrimage to India
Random Access Theater
Recovery Matters
Resurrection Revival
Temple News
Temple Outreach
The Bob Show
This Town's Characters
This Week at Lowell
Community Charter School
Tiempo de Paz
Tierra de la Paz
Understanding Buddhism
Visiting Asia
Voice of Democracy
Voice of Khmer-Americans
Voice of Khmer Unity
Voz Do Atlantico
Voz Do
Young At Heart
Youth to Christ

Staff Produced Series

Artists of Lowell
Earth Talks Back
History in Lowell
Innovation Economy
Issue At Hand
Life and Art
LTC News
Lowell Train
Thinking Out Loud

Soben Pin, Khmer Post

African Festival

Forum on Southern Cameroon

Training

LTC taught 135 students 42 classes in:

Basic Editing Final Cut Pro X
Basic Editing Adobe Premiere
Video Production in Spanish
Youth Media
Studio B Production
Cell Phone Production
Field Production
DSLR Camera

Total Tuition: $2,055

Comments From the Municipal Director - Brian Dorrington

In the past year, LTC's Municipal Department has dedicated itself to the creation of new and original programming that informs, educates and entertains the residents of Lowell.

In collaboration with the City of Lowell we were able to use advancements in technology to broadcast live meetings and community forums from the Senior Center, the Mayor's Reception Room and the High School Auditorium for the first time in LTC's history. We worked with the City of Lowell on a number of other projects including the creation of a video for the Office of Community Development highlighting "Community Development Week." We also assisted the Elections Office by recording audio of terms associated with voting that were translated from English to Khmer.

We strengthened our relationship with UMass-Lowell through collaboration on a number of projects featuring high profile guests. We partnered with the University to broadcast lectures featuring former New Hampshire Governor John Sununu, MSNBC Host Steve Kornacki and CBS Radio Host Dan Rae.

We took our mission of community and civic engagement on the road and covered community events such as the City of Lights Parade, the Chamber of Commerce Breakfast, a town hall forum with Senator Eileen Donoghue, a community engagement event with State Treasurer Deb Goldberg and the Annual Veteran's Breakfast, just to name a few.

In addition to maintaining all of our studio shows from the previous year, we created two new shows, Like Lowell TV and Lowell Remembers. Like Lowell TV is hosted by Tobi Marx, and features guests who promote upcoming events in the city of Lowell. Lowell Remembers is a show hosted by Jim Peters and Brian Dorrington that explores Lowell's vast history.

That's just a small sample of the work done by the Municipal Department over the past year. Please tune into channel 99 or watch us on LTC.org to see some of our work!

2017 Strategic Plan

Beginning in the spring of 2017, the LTC Board of Directors undertook a strategic planning process with consultant Eric Curtis of Curtis Strategy. The planning process was very valuable for assessing the community's perceptions of LTC and its demand for services. Mr. Curtis ran 8 community focus groups over the summer, involving 100 participants. The resulting Strategic Plan gives LTC a road map for the next three years, during which time we expect to see franchise fees fall. LTC can use this plan for direction on how to fill the income gap and serve as a model for other access stations.

The key to sustainability is to change the perception of LTC from a cable TV station to a valuable resource for communication and training. This will involve retaining talented professional staff and developing outreach materials that convince Lowell residents, businesses, and organizations that LTC services are worth an investment in resources. At the same time we must deal with the fact that a sizeable proportion of Lowell residents need access but have very low incomes. Our success will depend on a combination of increased fees, grant funding, monetizing our programming through sponsorships, and fundraising events. Board commitment and involvement will be essential in creating a sustainable future.

Mission: To strengthen the City of Lowell as a community media and education center that empowers, connects, and informs all residents, businesses and organizations in the city.

Vision: We are the voice of Lowell around the world

Values: Civic Engagement, Diversity of Voices, Community Education, Skill Development

Goal 1: Grow the brand and connect our community to the diverse programs of the media center

Objective 1: Build marketing outreach and brand promotion

Objective 2: Develop the fundraising and philanthropy needed for capacity and program growth

Objective 3: Build a member and service fee structure that aligns to the present value of the organization

Goal 2: Create high quality content that is engaging to our communities

Objective 1: Assess the viewership and engagement of the current LTC video content

Objective 2: LTC staff produces high quality community oriented programming

Objective 3: Enable members to improve their production skills to strengthen community voices

Objective 4: To enhance content through the distribution of meaningful outside programming

GOAL 3: Design training programs that improve production and develop digital media skills within the community

Objective 1: Build a training program attracting students from all areas of our community

Objective 2: Build the staff capacity and professional development to support LTC strategy

Statement of Financial Position as of June 30, 2016 & 2017

	2017	2016
Assets		
Current Assets		
Cash and Cash Equivalents	$ 578,941	$ 501,678
Accounts Receivable	337,243	326,492
Prepaid Expenses	5,001	8,549
Total current assets	921,185	836,719
Fixed assets		
Leasehold improvements	1,194,640	1,182,436
Studio equipment	398,460	337,014
Computer equipment	92,252	84,412
Office Equipment and furniture	7,846	7,846
Total fixed assets	1,693,198	1,611,708
Less: accumulated depreciation	(1,214,104)	(1,036,612)
Fixed assets - net	479,094	575,096
Total assets	$1,400,279	$1,411,815
Liabilities and Net Assets		
Current liabilities		
Accounts payable and accrued expenses	$ 28,973	$ 28,123
Accrued payroll and vacation	14,160	8,010
Fiscal agent liability	19,987	18,499
Total current liabilities	$ 63,120	$ 54,632
Net assets		
Unrestricted	1,337,082	1,356,683
Temporarily restricted	77	500
Total net assets	1,357,159	1,357,183
Total liabilities and net assets	$1,400,279	$1,411,815

Comments from the LTC Treasurer - Michael

I am pleased to report that LTC completed the year in a strong financial position. We experienced an increase in Comcast franchise revenue as well as additional support from the City of Lowell for operations and equipment in the Municipal Programming contract. LTC's allocation from the City for equipment allowed us to significantly improve broadcast and streaming capabilities through the purchase of a new broadcast server and a complete upgrade of Studio A equipment.

Looking ahead, we will begin to implement our new strategic plan to diversify LTC's funding sources, increase production support for members and create additional staff-produced programming. It's never been a more exciting time to become a member of LTC. If you're interested in learning about how LTC can help broadcast your voice throughout the Lowell community and beyond, please call us at 978-458-5400 or stop by our studio on Market Street for a tour.

Statement of Activities

	2017	2016
Support and revenues		
Franchise Fees	$ 624,955	$ 622,389
Franchise fees- capital funding	50,000	40,000
Production Services	145,000	125,000
Grants	2,595	39,806
Other income	17,235	23,539
Memberships and contributions	8,561	10,110
Interest income	1,336	1,050
Underwriting income	630	30
Net assets released from restrictions	661	670
Total support and revenue	$850,973	$ 862,594
Expenses		
Public Access	$ 538,007	$ 497,343
Municipal Programming	169,661	177,254
General and administrative	162,906	164,546
Total operating expenses	$ 870,574	$ 839,143
(Decrease) Increase in unrestricted net assets	$ (20,024)	$ 23,451