LAKES REGION
PUBLIC ACCESS
TELEVISION

Annual Report 2015-16
Lakes Region Public Access
community empowered by media
Operations

• Wrote new job descriptions
• Reclassified one position
• Changed payroll services
• Created new content archival policy
• Revised producers’ forms
• In process: updating station policy and procedure manual
• In process: redesigning station website
Studio and Equipment Upgrades:

- 2 new LED light kits (6 lights total)
- 2 new camera-mounted LED lights (one donated by SOS Tech)
- 2 audio processors (both donated by SOS Tech)
- 8 feed switcher now standard on all studio productions
- New telephone system
Community Outreach

- The “Feedback and Listening Tour”
- How can LRPA improve?
- Key Influencers in our Community
- Any advice?
- The “AccessAbility” Project
- Connections
Fund Raising

- Received $1,500 grant from the Meredith Village Savings Bank Fund for redesign of LRPA website

- Applied for a $5,000 grant from the Franklin Savings Bank Fund for Community Advancement

- Created a new multi-tiered giving platform and opportunities for corporate underwriting
Marketing and PR

• Created new LRPA logo and slogan

• Weekly press release sent to local media outlets

• Launch social media platform when new website goes live
Programming Overview

- 41 regularly scheduled programs airing on Channels 25 and 26
- Local events promoted on Channel 24
- 10 new programs created since July 2015
- 24% of current shows are new in 2015-16
- 32% increase in new programming in the past 8 months
$469,609!

Thank You Lakes Region!
Future Plans

- Implement AccessAbility Project to train new producers and loan them equipment to create programming for cablecast on LRPA
- Bring towns back into LRPA municipal group to expand outreach and increase operational funding
- Offer live streaming services to area towns
- Begin a concerted annual fundraising program
- Continuous, incremental upgrade of facilities and equipment
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