

Tumultuous Year at the MVRTV--MAD RIVER TELEVISION (CHANNEL 44 & 45)
2011 Annual Report

Mad River Valley Television (MRVTV), The Mad River Valley's public access television station is reorganizing in a new space in Irasville after its studios in the Bridge Street Market Place were destroyed by flooding from Tropical Storm Irene.

Windows and doors were broken, and virtually all of the station's equipment (except one CPU) was ruined. As with many flooded businesses on Bridge Street, MRVTV was awash with volunteers who helped with clean up and help salvage as many of the station's archives as possible. As luck would have it, several MRVTV cameras were out with community producers the weekend of the flood so MRVTV staff was able to cover the first post-flood meeting of the Waitsfield Select Board, at the Valley Players Theater as the town offices were flooded.

For the first time since it went on the air in 2000, MRVTV was off the air in the days following the flood as the staff and board of directors of the station regrouped and began the process of rebuilding the equipment, finding new space, handling insurance and federal loan programs.

A small space was found next to the Mad River Valley Festival of the Arts studio and staffers Tony Italiano and Alex Maclay got organized and back on the air in 12 days. That space led to the larger space next door, formerly the location of The Blue Toad where MRVTV is located today and is retrofitting the space for the station.

Mad River Valley Television is the Valley's public access television station dedicated to giving community members access to the airwaves. MRVTV's Channels 44 (Community) and 45 (Municipal) are part of Waitsfield Cable's basic tier of service. MRVTV broadcasts locally generated programs with a focus on public, educational and governmental (PEG) programming such as town meetings and community events. Additionally MRVTV has a presence on the web that allows nonsubscribers to see a selection of municipal and community events after they have aired on the cable channels.

Since incorporation in 1998 as a 501(c) (3) non-profit, the Board of Directors surveyed the community, sought support from municipal boards, and negotiated a contract with Waitsfield Cable. From one show first on the air in April 2000, to the full 2 channel line-up that is now offered, MRVTV has always gladly provided training on the community's equipment so the public can access their airwaves. MRVTV will soon have a studio available for tapings and accepts prepared programs for broadcast.

MRVTV is primarily funded by Waitsfield Cable as required by state and federal regulations. Cable subscribers see a 5% PEG access surcharge on their cable bills. Additionally, each year the towns of Fayston, Waitsfield, and Warren have granted MRVTV sponsorships funds.

To learn more how you can be involved with MRVTV, please contact Alex Maclay, our Station Manager, or Tony Italiano, our Technical Director/Media Manager, at 583-4488 (44TV) or by email tv@mrvtv.com.

You also can just stop by studio offices at the north end of the Village Square Shopping Center. And you can find us, selected programs, and our schedules on the Web at www.mrvtv.com.

Members of the MRVTV board are: Chuck Allen, Dan Eckstein, Michael Hock, Lisa Italiano, Liz Levey, Lisa Loomis, Adele Nicols, Brian Shupe, and Rob Williams. We meet at least twice a year and actively welcome public input to our meetings or to any board member. You can find staff and board profiles and contact information on our website. Hope to see you down at our studio soon!