



plugged into our community

MAD RIVER VALLEY PUBLIC ACCESS TELEVISION CHANNELS 44 & 60 ANNUAL REPORT

Mad River Valley Television is a community-based television station dedicated to giving the Valley access to the airwaves. MRVTV's Channels 44 and the recent addition of Channel 60 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.

MRVTV was incorporated in March 1998 by a small group of Valley residents who wanted to bring public access television to the community. Since incorporation the board of directors surveyed community organizations, sought support from municipal boards and negotiated a contract with Waitsfield Cable. We are incorporated as a 501(c)(3) not for profit organization.

MRVTV first went on the air in February 2000 with the Lareau Swim Hole public hearings and has grown substantially since then. We now program two channels with over 12 to 16 hours of community events and meetings daily, with a bulletin board of community messages filling the remaining time. Anyone with appropriate training on the equipment, which MRVTV will provide, can use the station and equipment in accordance with MRVTV standards. MRVTV also has space available for studio taping and accepts prepared programs for broadcast.

MRVTV broadcasts local town, district and school board meetings, and events such as the Warren Fourth of July celebration, the VT festival of the Arts, Harwood Union concerts, and many other school and community events. MRVTV encourages community members to learn to tape events and is working with Harwood Union to train students to cover local happenings. Additionally, MRVTV airs locally produced talk shows, political debates, specialty shows and other programs generated or requested by members of the community. In October of 2007 MRVTV premiered a historic first live call-in show with a panel discussing and taking viewer questions on the proposed Waitsfield subdivision regulations.

Waitsfield Cable funds MRVTV as required by state and federal regulations. Cable subscribers see a 5% PEG access surcharge on their cable bills. Waitsfield Cable also provided start up funds for equipment and organizational fees. The towns of Fayston, Waitsfield and Warren have granted MRVTV sponsorships funds and the Board launched a local membership organization, "Friends of 44" to raise revenues to support increased community programming.

To learn more about 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, or stop by our offices and studio in the Red building in Bridge Street Marketplace right down from the Spotted Cow, address 4429 Main Street. You can also check



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us out on the web at www.mrvtv.com, or call our 24-hour hotline 583-4747 for program information and schedules.

Members of the board are: Chuck Allen, Dan Eckstein, Michael Hock, Lisa Italiano, Lisa Loomis, Adele Nicols, Brian Shupe, and Rob Williams. We meet at least twice a year and welcome public input to the meetings or to any board member. Hope to see you down at our studio soon!