

**MAD RIVER TELEVISION (CHANNEL 44/45)**  
**2009 Annual Report**

Mad River Valley Television is a community-based public access television station dedicated to giving the Valley 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.

MRVTV was incorporated in March 1998 by a small group of Valley residents to bring public access television to the community. Since incorporation 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.

MRVTV has grown substantially since first going on the air in April 2000 with one show. We now program two channels with 16 to 18 hours of community events and meetings daily, with a bulletin board of community messages during the remaining time. Anyone with appropriate training on the equipment, which MRVTV gladly provides, can use the station and equipment in accordance with MRVTV standards. MRVTV also has 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](mailto:tv@mrvtv.com). You also can just stop by our studio offices in the red building in Bridge Street Marketplace, right down from the new tea shop MINT, at 4429 Main Street. And you can find us on the Web at [www.mrvtv.com](http://www.mrvtv.com), or call our 24-hour hotline @ 583-4747 for current program times.

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!