



Comcast Channels: 9 Public, 18 Education, 95 Government (G)

Verizon Channels: 36 Public, 37 Education, 38 Matt G, 39 Marion G, 40 Roch G

## SPRING 2010

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## 2nd Annual LIVE TV Telethon! May 23rd 4-8pm

Old Rochester Community Television and The Showstoppers singing group are once again teaming up to bring the Second Annual Tri Town LIVE TV Telethon filled with talented entertainers to raise money for both nonprofit organizations. The Telethon will be LIVE on ORCTV's public access channel Sunday, May 23rd from 4:00pm-8:00pm (Comcast Channel 9, Verizon Channel 36).

Our first year was very successful and this year promises to be filled with many various entertainers such as singers, magicians, musicians and more all from the local community. ORCTV's channels reach over 6000 homes in the Tri Towns. Anyone from Marion, Mattapoisett or Rochester who has Comcast or Verizon channels will be able to watch this live event (Verizon reaches several surrounding towns as well).

We will be taking donations over the phone. We are also offering on-screen Sponsorship slots during the Telethon from local businesses. Sponsorship slots can include business name/logo and address, phone or web site. All donations and sponsorship slots are tax deductible as you are contributing to both nonprofit organizations (ORCTV & The Showstoppers). We are also having giveaways from local businesses for people who donate on Telethon night. Not only will you be supporting local nonprofit organizations with a tax deductible donation— you might also receive a gift from a local business. All businesses who donate a gift will be mentioned verbally on air. More information on sponsorship slots on page 2 or call ORCTV at 508-748-1600.

### April School Vacation Video Camp

Spring brings our April School Vacation Youth Video Camp! Youth learn digital camcorders, professional editing and studio production. Youth write, direct and produce their own videos. All videos are shown on the public access channels in Marion, Mattapoisett and Rochester. Space is limited so call now. This camp is for 11-14 year olds. Cost is \$100. Kids receive snacks, ORCTV annual membership and an ORCTV t-shirt. Kids love this camp! It's a great way to learn a skill and develop creativity. Camp runs Tuesday-Thursday 11-2 during school vacation week.. Call to register 508-748-1600. (2 week camps offered in July & August— can register now)

### Public Service Spring Shoot Days

ORCTV's Spring Public Service Announcement Shoot days are Monday, April 12th 11am-5pm, Tuesday, April 13th 11am-5pm and Thursday, April 15th 3pm-8pm. This program is so popular we added another day this year! This is open to all groups, nonprofits and town departments that serve Marion, Mattapoisett and Rochester. Come in and have a 1-5 minute PSA produced for your group. It can be simple or more advanced (with pictures, video etc provided by you). ORCTV staff does all the technical work. Its a FREE and EASY way to get your message and needs out to the community. You must register for a slot by calling 508-748-1600.

# Tri Town's 2nd Annual LIVE TV Telethon Sunday, May 23<sup>rd</sup> 2010 4:00pm-8:00pm

## Sponsorship Slot Info

1. Slots are limited as this is only a four hour event.  
Slots are first come first served.
2. Deadline to reserve a slot is May 15<sup>th</sup>.
3. Sponsorship Slots are in 15, 10 and 5 minute increments. For your reserved slot, your company info is on the TV screen during the Telethon, The MC of the event will also verbally thank you for your contribution during your slot. Company info can include:
  - Name, Logo
  - Address, Phone or Website

### Sponsorship slots are as follows:

- 15 minute slot: \$200
  - 10 minute slot: \$150
  - 5 minute slot: \$100
  - Mention: \$50 \*
- (\*company name is thanked in list form on the TV at the end of the Telethon)

Business Giveaway– donate something from your business– coupon, free trial offer etc and we will award it to people who make donations on Telethon night. We will thank you for your donation on air as well as mention where you are located.





## Programming News by Robert Chiarito

It is beginning to look and feel a lot like spring here in the Tri-Town area and Old Rochester Community Television has programs throughout our line-up to help you with your outdoor endeavors as the weather warms up. Spring also is political season and ORCTV will be bringing our cameras to Town Meetings along with our usual array of meetings and forums. As the school year winds down the ETV channel is sure to be filled with many of the year end events and ceremonies that mark the close of the school year.

For those of you who want to shake off the winters blues by getting your hands dirty or, perhaps, by hitting the high seas ORCTV has programs just for you. Gardening Rhythms airs each week on Wednesday and Friday mornings at 9:00 AM. Boaters can get useful tips by tuning into Smart Boating which airs Monday evenings at 10 PM and Saturday at 6:30 PM. If you are like me, and you can't seem to get to bed at a decent hour you can count on ORCTV to be up late with you as we continue our tradition of midnight movie bringing you the best feature length films from yesteryear along with our cadre of late night horror hosts including Penny Dreadful, Marlena Midnight, Scarewolf and all of their ghostly friends who keep our viewers company until the wee hours.

ORCTV is scheduled to bring you Town Meeting and information on local candidates running for many of the seats that will be up for election this spring. Since our inception Old Rochester Community Television has been dedicated to helping the citizens of the Tri-Towns be engaged with and involved in our local governments. We are proud to be not just a part of this community but to also be a very important element in open government.

For those of you with children in the local school system we invite you to tune into our ETV channel where you may see a familiar face or two. Recent submissions from the area schools have included concerts, sports, class projects and awards ceremonies among the many programs featured on Comcast Ch. 18 and Verizon Ch. 37 over the past few months. Programming on our ETV channel is growing rapidly and chances are if there has been an event at school, someone has filmed and submitted it for programming. Continued on page 4

### ORCTV

345 Front St. Marion  
508-748-1600 [www.orctv.org](http://www.orctv.org)

### Staff

Kimberly Miot  
Executive Director  
[kim@orctv.org](mailto:kim@orctv.org)

Robert Chiarito  
Access Manager: [robert@orctv.org](mailto:robert@orctv.org)

### Board of Directors:

Laura Lee Handel - President  
Rico Ferrari - Vice President  
Drew Jeffrey- Treasurer  
Mike Botelho- Secretary  
Michael Parker  
Bev Pierce  
Vin Ryan



### Copies of programs

Did you know that you can purchase a DVD copy of any program you see on ORCTV?  
A DVD copy or "dub" is \$10.50.



## Programming continued from page 3

Regular programming contributions continue to be submitted from member producers. Long time contributor Don Cuddy has teamed up with member Charlie Radville for Mr. Cuddy's on series Neighbor to Neighbor. Mr. Radville has been helping Don out behind the camera and in the editing room to bring you many fascinating stories and oral histories as told by your friends and neighbors. The Tri-Town Business Association Show is about to mark its first anniversary on the air with host Bunny Mogilniwicki (spelling?) and crew continuing to turn out their monthly program. Fitness guru Derek DeCosta recently completely a set of exercise segments designed to enhance his Become Your Own Gym series. Mr. DeCosta demonstrates how to use simple, inexpensive items in the comfort of your own home in his new videos aimed at improving the health and well being of Tri-Town viewers. As always we invite any Tri-Town resident interested in local access television production to become a member. Who knows, it may your show featured in our next newsletter. \*

ORCTV has a new show starting that highlights local nonprofit organizations. If you would like your nonprofit featured in an episode please call Kim at 508-748-1600 or email her at kim@orctv.org

## ORCTV New Board Members/Annual Meeting

On March 18th ORCTV held its Annual Meeting. Two new board of directors were added to the organization. Michael Botelho was nominated to fill the empty 2-year Mattapoisett seat. Michael Parker was elected by the membership for the membership seat. This is a one year term. Both are welcome additions to the board and we look forward to their input and ideas.



Michael Botelho



Michael Parker

With these new editions, we say goodbye to two board members. Ray Andrews is one of the original board members and was instrumental in the founding of ORCTV. Ray will be missed. Thank you Ray for all your years of hard work and determination. We also say goodbye to John Amaral who has been a great presence on the board for the past year. John has been a good liaison to the schools for ORCTV.



Ray Andrews



## ORCTV Business Sponsorships available

ORCTV offers sponsorship & underwriting opportunities for businesses serving the tri towns. Your company information can reach 6,000+ households in the tri-town area. As a sponsor, your company name/logo, phone number and web-site information will be displayed on the channel or bulletin board. You can sponsor a specific series such as local government meetings or an event such as 4th of July Parade. You can do one program or several or just sponsor a Community Bulletin Board page. Call us to discuss what programs might be best for your company. Sponsorship costs are:

### ***Bulletin Board Graphics - 6 months \$300, One year \$550***

- Personalized & professional graphic for your business.
- Graphics are 10 seconds in length and includes your company name, address, telephone # and website.
- Daily rotation of graphics on the public channel averages 25-40 times a day.

### ***Program Series sponsorship - 6 months \$500, One year \$1000 \* (\* includes one year Bulletin Board page )***

- Sponsor a specific show or specific series such as Selectmen Meetings or other regular time slotted shows.
- Series event graphics appear at the beginning and end of each individual episode.
- Each series event is rebroadcast up to 4 times every two weeks (for one month minimum).
- ORCTV staff will work with you to select the most appropriate series for your needs.

### ***Special Events - \$200 per event***

- You can sponsor a special ORCTV produced event including: fourth of July, public elections, parades, holiday greetings, etc.
- Special event slates appear at the beginning and end of live and rebroadcasts.
- Each feature event is re-broadcasted up to 6-10 times a month.

**New hours at ORCTV!**

ORCTV is now open  
Monday– Thursday 10am-9pm  
Fridays 10am-5pm



## Your Community Channels

Check us out and learn how you can get involved!  
Take classes and learn to videotape your own events for  
airing on your local channels.  
Call now to sign up for classes or to learn more

508-748-1600

Or visit [www.orctv.org](http://www.orctv.org)

### Spring 2010 Class Schedule

**ORCTV NOW HAS NIGHT CLASSES.... Call to schedule!**

You must register for all classes by calling 508-748-1600 or email [kim@orctv.org](mailto:kim@orctv.org).  
Class schedules are arranged to meet you schedule. ORCTV is open Monday-Thursday  
10am-9pm and Fridays 10am-5pm. Classes held at ORCTV studio 345 Front St Marion.  
Orientation is the first class and will familiarize you with ORCTV policies. Then you can take  
what interests you- digital camcorder, digital editing or studio production!

### Volunteers NEEDED

Are you looking for ways to get involved in the community? There are MANY community events in the tri towns that are looking for someone to videotape them. Organizations and committees need help getting the word out about their group and mission. Every month there is an event that would love to have someone videotape it and put on the community channels. Become a member of ORCTV and get trained in video production. This is a great way to serve and get involved in your community. ORCTV will have events needing coverage listed on our web site or please feel free to call and find out more about this great need.