

Montague Community Cable, Inc. (MCCI) 2012 Annual Report

Town of Montague Cable Advisory Committee

Eileen Dowd
Lori Callahan
Gary Earles

MCCI 2012 Board of Directors

Mik Muller, President
Anne Harding, Treasurer
Kristi Bodin, Secretary
Veronica Phaneuf
Michael Langknecht
Donna Festinger
Charles Kelley

MCTV Staff

Dean Garvin, Station Manager
Cindy Tarail, Outreach & Communications
Coordinator
Owen Weaver, Technical Coordinator

Montague Community Cable Incorporated (MCCI) is the Access Management Organization (AMO) given the contract by the town to run Montague Community Television (MCTV).

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Annual Summary of Operations

The Board of Directors reports that in 2012 expanded staffing enabled MCCI to conduct increased outreach, develop new services, attract new producers, and recruit board members who can add their expertise to the direction of the station. Owen Weaver was hired to be the Technical Coordinator and Cindy Tarail became the Outreach and Communications Coordinator. Weaver is responsible for training community members, putting content online, covering local news and events, and production. Tarail was hired to increase the number of local TV productions, bring more volunteers into the station, increase awareness of cable access as a resource for local organizations, conduct fundraising, and keep the board informed. Dean Garvin, formerly Administrative Coordinator, was named Station Manager in 2012. The Station Manager is responsible for programming, server maintenance, data and reporting, scheduling and directing larger productions, liaison duties with the Board and Town, general administration, and representing MCTV in the community along with other staff and Board members.

Kristi Bodin and Veronica Phaneuf joined the Board of Directors in 2012. The MCCI board met with members of the Montague EDIC all year to discuss a purchase and sale agreement for the adjacent building at 38 Avenue A. At year's end negotiations were to continue in January. MCTV's goal for its physical space is to double its square footage, allowing the station to expand training, editing and community-use areas. At present, there is very little space to train volunteers to edit, the heating and cooling system is so loud it cannot be used during meetings and filming, and the office space is too small for all three staff if they are working

simultaneously. However, the staff and volunteers persist in making the best use of available resources to create local programming.

MCTV continues to ensure Government Access, covering Montague Selectboard meetings, finance committee meetings, annual and special town meetings, and other meetings by request. MCCI collaborates with the Gill-Montague Regional School District to air live school committee meetings. Volunteers from Gill cover local government meetings, receiving staff assistance with post production. Currently, the Outreach Coordinator is reaching out to local businesses in an underwriting campaign to encourage business to support government access programming.

MCTV created two new services in 2012: video public service announcements (PSAs) called Quick Shots and online viewing. Technical Coordinator Owen Weaver has been helping members of town government, school staff and organizations to create Quick Shot video PSAs, brief one or two person studio appearances by request or invitation depending on workload. Demand is so great staff advise giving MCTV a month's notice if the PSA is time-sensitive. Staff also produced some "behind-the-scenes" longer video announcements on location, for example, for the reopening of Unity Park. These and other local programs are now being offered online via a subscription to Vimeo, allowing citizens to keep up with current events and town government. On demand video can be accessed through the Town of Montague and Gill's websites. In December, the station's new website was unveiled, featuring the latest videos and all the information the public needs to use MCTV's resources.

MCCI surveyed postal patrons in the town of Montague as well as Montague Reporter subscribers from the town to learn about respondents' cable access, community television viewing habits and wants, and interest in producing shows. Four thousand surveys were printed locally with a non-profit discount; 3,000 were mailed at the non-profit rate to Montague postal patrons and 1,000 were inserted in the Montague Reporter for Montague subscribers for a small fee. Given that the Montague Reporter subscribers overlap with postal patrons, MCCI estimates that the unduplicated sample was 3,000. Respondents numbered 131, constituting a probable return rate of 4.3%. Results were shared with the town via the Reporter. The data and the following summary were sent to the CAC.

Most respondents stated they were cable TV subscribers but some may have been confused, given their other answers, which indicated that they had satellite television subscriptions. Most also had high-speed Internet access, with a few having dial-up and 15% having no Internet access. Over half of the respondents watch MCTV Channel 17, and of those, 11% watch 3 times per week, 15% watch twice per week and 24% watch once or less per week. The most watched programs include Selectboard/Town meetings and local events coverage.

When asked what kinds of programs they would like to watch on MCTV, most respondents selected local news and local history, while nearly half would choose outdoor programs, and about a third would be interested in school sports/events, a third in how-to shows and a third in issues/politics programs. As for an interest in producing shows, some respondents indicated that they do, would like to or wish they could produce videos through MCTV, but most were not interested in making television.

The staff and Board are discussing how to satisfy the viewers' demand for local news and coverage of the increasing number of local events. Most local stations are experiencing the same demand as hyper-local print news coverage shrinks in some areas, yet there are few volunteers who can commit to cover the news and edit video footage into watchable local programming. While our area benefits greatly from local newspapers, MCTV is working to forge new partnerships between cable access TV and local media organizations to create hyper-local video journalism. Video will appeal to a broader audience.

As more individuals can easily make videos using their camera phones and upload footage to the Internet, MCTV staff are also figuring out ways to bring some of these amateur videographers into the station to help them connect to their community and develop this footage into stories that viewers want to watch. Community producers have more ways to create videos of local events and of their own creative work now that the station has purchased, in 2012, digital handheld video cameras. New producers such as Andrea Nasca and Jessica Gaines received a significant amount of one-to-one training and support. Other individuals who had posted creative or educational videos on their websites or on YouTube were encouraged to edit their material and allow MCTV to cablecast it. Producers are invited to submit a blurb about their recent productions as well as a related photo to Outreach Coordinator Cindy Tarail, who features their stories in the newspaper, on the website and in the new station news bulletin.

The Cable Advisory Committee and the Station Manager worked closely to prepare for relicensing and the Comcast contract expiration. The station assisted the CAC with its survey, reached out to key community and government service providers to find out their cable-casting needs, consulted with cable access stations around the region about needs, policies and evaluation of services, and gathered data and documentation.

MCCI's Third Annual Soapbox Race in September 2012 provided an opportunity to create programming, entertain the community and build relationships with community members, organizations and businesses.

2012 MCTV Members

Number of current MCTV Members: 146

Number of new MCTV Members in 2012: 27

2012 Volunteers and Producers (Active)

Mik Muller	Kathleen O'Keefe
Laurel Facey	Tim Lindop
Don Clegg	John Landino
John Duda	Danny Botkin
Donna Festinger	A.J. Cooke
Bret Leighton	Ethan Reipold

Ray Seibold	Rick James
Kelley Charles	Jeff Singleton
Janet Masucci	Kathy Lynch
John Dunphy	Oren Clark
Andrea Nasca	Chris Mason
Joe Parzych	Kathleen Adams
Corey Hanes	Sandy Facto
Mark Lattanzi	Jessica Gaines
Katie Dobias	Daeja Putnam
Morgan Combs	Dakota Stuart
Anna Viadaro	Nick Courtney
Lisa Davol	Carol Shane
	John Doboys

Equipment/Facilities Usage 2012

Editing Suites: 168 Reservations
 Studio: 44 Reservations
 Cameras: 176 Reservations

See attached detail for equipment usage.

Comparative Programming

Type	2010 Hours	2011 Hours	2012 Hours
Live	142	103	152
Local	4,527	2,504	4,401
Imported	2,141	3,497	3,356
Total	6,810	6,104	7,909

Completed Local Shoots 2012

Montague Selectboard 1/2/12	PSA: Red Fire Farm 6/15/12
Montague Selectboard 1/9/12	Montague Selectboard 6/18/12
Gill Selectboard 1/9/12	Gill Town Meeting 6/19/12
Finance Committee 1/11/12	Skate Park Contest 6/21/12
Coffee House Series 1/13/12	Mutton & Mead 6/22/12
African Fundraiser 1/13/12	Carnegie Library 6/27/12
Montague Selectboard 1/17/12	Feast for the Arts 6/29/12
Gill Selectboard 1/23/12	Asperger's Documentary 7/2/12
Montague Selectboard 1/23/12	Montague Selectboard 7/2/12
Finance Committee 1/25/12	Gill Selectboard 7/3/12
Occupy Nothampton 1/27/12	PSA: Wheelchair Challenge 7/6/12
Poetry & Prose 1/27/12	Bret's Best Show II 7/9/12

The Vou 1/27/12	Finance Committee 7/11/12
Eggs & Issues 1/31/12	PSA:Parks & Recreation II 7/12/12
The 99% 2/3/12	Coffeehouse Series 7/13/12
Montague Selectboard 2/1/12	Jurassic Roadshow 7/13/12
Finance Committee 2/1/12	Montague Selectboard 7/16/12
School Globalization 2/3/12	Upper Valley Music Festival 7/20/12
Library Science 2/8/12	Finance Committee 7/25/12
Finance Committee 2/8/12	Solar 201 7/26/12
Montague Selectboard 2/13/12	Bookmill Music Series 7/27/12
Finance Committee 2/15/12	Montague Selectboard 7/30/12
Montague Selectboard 2/21/12	Erving Senior Center 8/1/12
Finance Committee 2/23/12	Gill Selectboard 8/2/12
PSA: Elementary School 3/5/12	Zombie Movie 8/8/12
Montague Selectboard 3/5/12	PSA:Sidewalk Art 8/9/12
Finance Committee 3/7/12	Bret's Best Show 8/9/12
Coffeehouse Series 3/9/12	PSA:Outside 8/9/12
Montague Selectboard 3/12/12	Coffeehouse Series 8/10/12
PSA: Solarize Montague 3/14/12	Block Party 8/11/12
Finance Committee 3/14/12	Festival of Lights 8/11/12
Community Use 3/19/12	Montague Selectboard 8/13/12
Montague Selectboard 3/19/12	Gill Selectboard 8/15/12
Occupy Northampton II 3/21/12	Finance Committee 8/15/12
Center School Talent Show 3/21/12	PSA:Soapbox Derby 8/16/12
PSA: Badminton Bash 3/23/12	Bella Terra 8/17/12
Montague Selectboard 3/26/12	Gill Selectboard 8/21/12
Fashion Show 3/27/12	Zoning Board Meeting 8/22/12
Wendell Library 3/27/12	PSA:Street Light Adjustment 8/28/12
Finance Committee 3/28/12	Montague Selectboard 9/5/12
Wendell Library:Talk on Syria 4/2/12	PSA:Solarize Montague 9/6/12
Special Town Meeting 4/4/12	Tales & Legends Irish 9/7/12
Sawmill River Restoration Project 4/4/12	Special Town Meeting 9/10/12
Montague Selectboard 4/9/12	PSA:Local Business 9/11/12
Finance Committee 4/11/12	Tales & Legends Polish 9/13/12
Spring Parade 4/12/12	Soapbox Derby 9/16/12
Coffeehouse Series 4/12/12	Coffeehouse Series 9/14/12
Tile Mosaics 4/13/12	Montague Selectboard 9/17/12
Montague Selectboard 4/17/12	CAC Public Hearing 9/19/12
Arts on Art 4/18/12	Traveling Rhubarb Circus 9/21/12
NOHO Art 4/19/12	Tales & Legends French 9/24/12
PSA:GMRSD 4/19/12	Montague Selectboard 9/24/12
PSA:Senior Writing 4/23/12	Finance Committee 9/26/12
Montague Selectboard 4/23/12	Zoning Board Meeting 9/26/12
PSA:Medication Safety 4/24/12	Montague Selectboard 10/1/12
Energy Park Industrial Meeting 4/26/12	PSA:NOFA Promo 10/2/12
PSA:Discovery Center 4/26/12	Coffeehouse Series 10/5/12
Senior Center Writing Workshop 4/27/12	Skeleton Crew Promo 10/11/12

<p>Montague Cultural Update 4/30/12 Montague Selectboard 4/30/12 Montague Finance Committee 4/30/12 Montague Cultural Update II 5/1/12 Finance Committee 5/2/12 TFHS Career Fair 5/2/12 PSA:Third Place 5/4/12 Annual Town Meeting 5/5/12 Montague Selectboard 5/7/12 PSA:Parks & Recreation 5/8/12 Gill Selectboard 5/10/12 Coffeehouse Series 5/11/12 Introduction to Solar 101 5/15/12 Valley Idol Finals 5/18/12 Oren Music Projects 5/18/12 Gill Selectboard 5/21/12 Foe Art Gallery 5/23/12 School Partnership 5/23/12 PSA:Short Story 5/24/12 Memorial Day Celebration 5/28/12 PSA:Discovery Center 5/28/12 Finance Committee 5/30/12 Montague Selectboard 5/30/12 Montague Selectboard 6/5/12 PSA:Discovery Center 6/5/12 Bret's Best Show 1 6/6/12 Net Roots Nation 6/6/12 Western MA Softball Semi-Finals 6/6/12 Western MA Softball Finals 6/8/12 State Softball Semi-Finals 6/12/12 Erving Elementary Graduation 6/15/12 State Softball Finals 6/15/12</p>	<p>PSA: Loot Art 10/12/12 PSA: Solar Walk 10/12/12 Montague Selectboard 10/15/12 Zoning Board Meeting 10/17/12 Raptor Encounters 10/19/12 Pumpkin Fest 10/19/12 Montague Selectboard 10/22/12 2nd Franklin District Debate 10/26/12 Montague Selectboard 10/31/12 Montague Selectboard 11/5/12 Coffeehouse Series 11/9/12 Veteran's Day 11/9/12 Montague Selectboard 11/26/12 Football Semi-Finals 11/27/12 Crosswalk Lights 11/29/12 Football Superbowl 11/30/12 Fashion Show 11/30/12 Montague Selectboard 12/3/12 Gill Selectboard 12/3/12 PSA:Ed 12/4/12 Finance Committee 12/5/12 Welcome Yule 12/7/12 Folk Dancing 12/7/12 Montague Selectboard 12/1/12 Finance Committee 12/12/12 It's a Wonderful Night 12/13/12 Greenfield Savings Bank Zumba 12/14/12 Montague Selectboard 12/17/12</p>
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PSA Organizations Represented 2012

<p><u>TOWN OFFICES</u> Montague Town Clerks Office Montague Nurse Montague Board of Selectman Montague Finance Committee Montague Parks and Rec. Department Turners Falls Water Department Montague Planning and Conservation Turners Falls Fire District</p>	<p>Greenfield Market Co-op McCusker's Market First Light Power GDF Suez The Recover Project Franklin County Home Care Corporation\ Greenfield YMCA Red Fire Farm The Country Players Franklin County Solid Waste District</p>
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Montague Town Planner
Montague Police Department
Turners Falls Soldiers Memorial Committee
Montague Center Fire Department
Montague Democratic Town Committee
Leverett Town Hall
Town of Erving

LOCAL ORGANIZATIONS

Turners Falls Soldiers Memorial Committee
Montague Center Fire Department
The Farren
Franklin Area Survival Center Food Pantry
Montague Historical Society
Great Falls Discovery Center
Friends of the The Great Falls Discovery Center
Northfield Mountain Recreation Center
Shea Theater
Mutton and Mead Festival
Senior Center Turners Falls
Gill Montague Council on Aging
Great Falls Farmer's Market
Turners Falls Skate Park Committee
Montague Community Band
The Brick House
Franklin Area Survival Center
River Culture
Montague Cultural Council
The Montague Grange
Friends of the Montague Grange
Montague Old Home Days
Montague Agricultural Forum
CISA
Greenfield Savings Bank
Farren Hospital
The National Spiritual Alliance
Girl Scout Troop 40413
Order of The Eastern Star
Knights of Columbus
The Montague Reporter
Erving Senior Center
Montague Elks
Solarize Montague
Museum of our Industrial Heritage

Franklin County Radio Control Club
Franklin Area Survival Center
Celtic Heals Dance Company

EVENTS

Old Home Days
Mutton & Mead
Soapbox Derby
Pumpkin Fest
Veteran's Day
Valley Idol
Block Party
Food Drive
Welcome Yule
Donkey Basket Ball
Source To Sea
Benefit for Relief Work in Haiti
Walk for Hunger
Franklin Tech Winter Carnival
Gill Arts and Craft Fair
Rumpus Craft Fair
Rag Shag Parade
Silver Star Craft Fair
Senior Center Christmas Bazaar
Fete Noel
River of Lights Parade
Psychic Fairs
Meals on Wheels Walk

EDUCATION

Gill Montague Regional School District
Gill Montague Education Fund
Gill Montague Regional Summer Meals Program
Gill Montague Community School Partnership
Turners Falls High School Boosters
Turners Falls Sports Booster Club
Turners Falls High School Student Council
Franklin County Tech School
Greenfield Community College
Greenfield Community College Chorus
Concerts
Greenfield Center School
Smith College
Smith Vocational and Agricultural High School

LIBRARIES

Carnegie Library Turners Falls
Erving Library
Greenfield Public Library
Arms Library Shelburne Falls

RELIGIOUS

First Congregational Church of Montague
First Congregational Church of Turners Falls
Trinitarian Congregational Church
Trinity Church Shelburne Falls
Florence Congregational Church
Holy Trinity Church Greenfield
Gill Congregational Club
Roman Catholic Community of Saint Theresa

REGIONAL/NATIONAL

Northwester District Attorney
MASS DOT
Pioneer Valley USO
Pioneer Valley Symphony
Massachusetts Dept. of Conservation &
Recreation
Dakin Pioneer Valley Humane Society
Drug Enforcement Administration
Sheriff's Office
Department of Public Health
Mass Council on Aging
The Food Bank of Western MA
Massachusetts Cultural Council
National Touring Company
Project Bread
American Red Cross
Citizens For Emergency Preparedness
USDAA Northeast
Girl Scouts of Central & Western MA