

MONTAGUE COMMUNITY CABLE INC.

ANNUAL REPORT January 1, 2015 – December 31, 2015

Montague Community Cable Inc., Home of Montague Community Television

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

MCTV's mission as the public access provider for Montague, Gill and Erving, is to make the tools of modern electronic mass communication easy and convenient to use. We encourage all citizens, organizations and institutions in Montague and the broadcast viewing area to produce and be involved in quality programming by and for this community. MCTV is committed to providing a professional and welcoming environment where Montague citizens may obtain hands-on training in video production. While MCTV's first focus is the town of Montague, it actively engages in networking with other local PEG Access stations in the Franklin/Hampshire region to increase producer reach and viewer choices.

Public Access television can be an invaluable tool for strengthening expression, communication, understanding, and appreciation of diversity in a community. To this end MCTV is especially committed to providing non-discriminatory access to the television medium to all Montague citizens and institutions. Senator Ed Markey (D, MA), when introducing the Community Access Preservation (CAP) Act, stated, "PEG access stations are televised town squares where local citizens can see and hear what is happening in their own community, and respond with their own voices to the issues affecting their cities and towns."

Summary of the activities in the development of the PEG access program:

During 2015 the stations continued to provide stipends to local producers to stimulate content production. We uploaded 268 local production videos to Vimeo this year, increasing the number of local videos available to over 800 posted on Vimeo. A variety of producers have contributed their time and skills to the process of creating their own shows or covering events that the station manager has identified as being of interest to the community.

John Dunphy operated the Camera and was responsible for directing and producing Select Board and Finance Committee meetings The list of most active producers include: William Andrews, A.J. Cook, John Dunphy, Zachary Fins, Eric Grab, Brett Leighton, Sean Lynch, Michelle Belleau, Valerie Magoon, Janet Masucci, Ethan Reipold, Paul Root, Owen Weaver, John Landino, Kathy Lynch, William Andrews.

Description of outreach presentations, mailings, surveys and results:

One successful outreach strategy is to “show up” and film community events. This has created an opportunity to engage with potential supporters and producers. This communication has created an avenue for organizations to contact MCTV and request additional productions broadcast of PSA's. A major consequence of this outreach has been to increase production content for the station. Our Weekly Montague TV Newsblast is another avenue that has been successfully implemented. This Newsblast highlights activities on a weekly or biweekly schedule.

Examples of agencies that the station has worked with include: Mass Cultural Council, Discovery Center, Battlefield Study, Montague town offices, River Culture and Greenfield Savings Bank

Description of training:

Staff and trained volunteers continue to provide basic camera operation to all those interested in producing shows. Bret Leighton has been giving “one on one” editing tips to producers who show an interest in learning how to edit and produce shows. David Detmold was given a crash course in shooting and editing the Precinct 5 Runoff promotion that was created with station support.

Carlos W. Anderson and Tim Haley have been working with Bret Leighton to further develop their editing skills. They have been providing us videos of Carlos Anderson Sermons.

Underwriting:

The station has not been involved in any underwriting during 2015.

Description of facility and equipment use:

2015 Stats: Equipment Reservations: 229 Facilities Reservations: 145

2014 Stats: Equipment Reservations: 135 Facilities Reservations: 79

An increase in equipment and facility usage has resulted from the implementation of providing stipends for producers. This is reflected in the above yearly stats.

Currently we have 2 editing suites: one system is running final cut X, the other is running Final Cut 7. This allows us to accommodate both levels of user skill.

This increased activity in the station effects the working environment; at times the increase in station usage can be in conflict with other activities in progress.

Current Inventory: **Available upon request**

Equipment Retired: None This Year.

Yearly Equipment Expenditure: **see website for 2015 budget**

MCTV continues to inventory the station's equipment and technology services, determining how to retire and replace obsolete equipment and software and increase the production capacity of the current space so that the station can be as productive as possible during the wait for a new facility. If a new location is found, MCTV has a plan to increase the number of editing suites, improve administrative software and equipment, improve studio lighting, and cross-train staff. Equipment recommendations have been made, and items are being purchased, set up and integrated in phases.

There were no major equipment purchases this year. A replacement camera for Select Board room was purchased and the camera controller for SB room was sent out for repairs. Most of our purchases for this year were for Expendable items. (Batteries, DVD's, Gaffers Tape, SD Cards, Printer Cartridges, etc.

Description of PEG Access by Channel:

Government Access: MCTV continues to ensure timely Government Access, covering Montague Select Board 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.

Town of Gill Partnership: Janet Masucci continues to cover the Gill Select Board and Town Meetings that are broadcast on our station. Some other Gill events covered are Common People Concert Series and Gill Energy Commission meeting to name a few. Janet Masucci and Dean collaborated concerning the recent upgrade of equipment for her coverage of Government meetings.

2015 Stats:

Local Programming: 4679 Hours

Imported Programming: 2705 Hours

Government Programming: 1529 Hours

2014 Stats:

Local Programming: 3629 Hours

Imported Programming: 3328 Hours

Government Programming: 1256 Hours

There was an increase in local programming resulting in a reduction of imported programming due to the stations new operational paradigm.

Attachment I is a list of locally produced content.

Current Staff:

During 2015 the station eliminated this high-level position in favor of multiple support positions (at \$10/hr.), With the passing Technical Coordinator, during in 2015 the Board decided to focused on (a) receiving the video footage generated by the station's contracted camera people and editing / titling the footage, (b) porting it over to the broadcast server and scheduling its cablecast, (c) uploading that content to our online channel at Vimeo and managing the library contained there, and (d) creating the PSA slides.

Station Manager:

- During 2015 the Station manager:
- Was responsible for overseeing the management of Digital Media Workflow (Programming and PSA),
- Trained Station Support staff,
- Provided support for Local Producers and Community Members. (Equipment, Computer, etc.),
- Trained community members in equipment usage,
- Identified and creating equipment needs and establishing priorities,
- Reported to the MCCI Board of Directors.
- Provided Station Manager Reports as required,
- Generated payroll timecards,
- Booked of Producers for Multi- Camera Shoots,
- Identified topics of interest to film and assigning projects to producers,
- Maintained an adequate equipment inventory.
- was responsible for providing coverage of Select Board, Finance Committee and other municipal meetings,
- Assisted TFHS Tech department with GMRSD Meeting Setup.
- Was responsible for budget development and adherence,
- Tracked stats for Annual and quarterly reports.
- Supported development of PEG in surrounding Towns (Gill, Erving)

Station Staff Assistant:

- Assisted management of digital media workflow;
- Downloaded media files
- Transcoded media files
- Uploaded files to vimeo.
- Scheduled programming on the Telvue media server.
- Generated and published the weekly programming schedule.
- Provided general office support (Phone, email, cleaning, etc.),
- Was responsible for the equipment reservation (check In/check out),
- Generated PSA Slides on Carousel (Public Service Announcements)
- Participated in multi-camera field shoots.

Edit/Shooting Support:

- Participated in the shooting and editing of local events identified by Station manager,
- Edited and trained producers as needed,
- Editing of other producers programming,
- Tech directed government meeting (Select Board and Finance Committee)

Board of Directors:

During 2015 to make membership more appealing, the Board reduced the number of mandatory meetings. With fewer meetings, we are looking at ways to make each meeting more of an event that will increase interest in attendance for board members and community members, alike.

This is a new operational model for public access stations. Traditionally, public access programming was created on a strictly volunteer basis: PEG access providers provided the camera, etc., and volunteers created the content that was important to them. As the only place the public could go to get access to high quality video equipment and to broadcast their own TV shows and make their views known, getting a slot in the schedule was coveted. Now there's YouTube, Vimeo, Facebook, and Twitter and every smartphone, tablet and digital camera is an HD video recorder. Public access is no longer the only game in town- and is certainly not the most convenient game in town- which means that volunteerism has plummeted at the same time the need for Public Access has, arguably, increased. In response, we've redefined what it means to provide access to mass media by including operators along with the video equipment. All the public need do now is get in front of the camera and speak their mind ("Lily of the Valley"), or simply point us in the direction of important events and content and let us do the driving (pipeline hearings, committee meetings, Memorial Day ceremonies).

Complaints, Complements, Community Input:

There has been positive feedback with respect to the increase in local productions. People have responded well to MCTV being out in the community to cover and produce local events

This is a result of our new paradigm that provides stipends to producers. We have been able to respond to filming requests from organizations, Town officials, River Culture, Mass Cultural Council and others. Some examples of this are the Battlefield Forum studies, Black History Events, Erving Planning Committee, Eshu Bumpus, school performances Planning Committee Meeting, Health Meeting, and Precinct 5 Runoff debate There was a 3-4-week period where we were having audio issues with the GMRSD feed from TFHS. Eventually the problem was isolated to a loose connection in our rack room and a faulty cable from the audio mixer at the Turners Falls High School

Public Service Announcements/PSA

Hundreds of Public Service Announcements were generated this past year. These are notifications submitted to the station by town Departments. Local Businesses and Individuals. For each event a slide is created in our Carousel and then displayed on channel 17. Many out of town organizations and individuals use this free service as well.

ATTACHMENT I LOCAL PROGRAMMING

Locally Produced Programming 2015

Government Meetings Select Board Meetings (41)

Finance Committee Meetings (20)

Cable Advisory Committee Meetings (13)

Special Town Meeting (2)

Annual Town Meeting

Broadband Committee

Board of Health GMRSD Meetings

GMRSD Road Show (Gill, Sheffield, Hillcrest)

Government Related

Meet the Candidates (3) (Safety Complex)

Select Board Candidates Debate at Town Hall

Battlefield Study Forum (2)

Coalition for Racial Justice

Erving Town Planning

Gill Select Board

Gill Annual Town Meeting

Pipeline Meeting at Safety Center

Senior Center Feasibility Studies (2)

Locally Produced Content

The Ball Show (6) Series by Eric Grab

Perspectives (6) Series By Zach Fins

The Fat Detective (6) Series By Bret Leighton

Cruz Night Car Show With John Landino

Local Yokels (3) Kathy Lynch

Val's Valley Views (3) (Valerie Magoon, Owen Weaver)

Rodney Madison Show (3)

Welcome Yule

Travelling Rhubarb Circus

Common People Concert Series (Janet Masucci)

Brass Band/Ensemble Series (3) (Ken McCance)

Ray Sebold Music Show

Erving Pipeline Meeting (Cyd Adams)

Rescue Art

Pumpkinfest

Upper Valley Music Fest Turkey Day

Black History Month

Celebration for Chris and Pat (French King Bowling Alley) Montague Center
Memorial Day

Gill This Old House Memorial Day Veteran's Day

Creature Feature

Common People Concert Series Spring Parade

Fossil Track (GSB)

TFHS Hockey Games (4)

TFHS Basketball Boys and Girls (3)

TFHS Softball (2)

Montague Congregational Church Service (6)

Dodge and Donuts 2

Coffeehouse Series

Spiritual History Discovery Center

Beaver Moon Gathering

Get in the Spirit

Eshu Bumpus

River Song Fossil Tracks

As You Write It

Wine Tasting

GSB New President

Net Metering Task Force