

**MONTAGUE COMMUNITY CABLE INC.**  
**ANNUAL REPORT January 1, 2017 - December 31, 2017**

**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 2017 MCTV continued to provide stipends to local producers. This resulted in 231 local productions being uploaded to our vimeo account. Currently we have over 1300 videos posted on that account. A variety of producers have contributed their time and skills in the creation of their own shows or participation in covering of Station Manager identified events of interest. Most active producers this year were Brett Leighton, Julian Lowenthal, Joel and Effie Paxton.

Some Local Production highlights from this year are the The Annual Turkey Day Game, Softball Finals, Greenfield Bridge Ribbon Cutting Ceremony, Rock Paper Scissors, DPW Building Tour with Tom Bergeron, Standing Rock and War on Labor, Safety Complex Open House, Harvest Fest, It's A Wonderful Night, Battlefield Presentations.

### **Description of outreach presentations, mailings, surveys and results:**

**Weekly Newsblast continues to highlight our activities on a weekly or biweekly schedule.**

### **Description of training:**

Bret Leighton continues to collaborate with producers as needed. Joel and Effie Paxton have churned out 5 episodes of Family Fun Time. Bret also edits projects from many producers who have no interest in editing. All producers are given the basics in camera operation before checking out equipment.

### **Underwriting:**

The station has not been involved in any underwriting during 2017.

### **Description of facility and equipment use:**

2017 Stats: Equipment Reservations: 236 Facilities Reservations: 146

Current Inventory: **Available upon request**

Equipment Retired: 4 PTZ Cameras.

Yearly Equipment Expenditure: **Attachment I 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.

**Description of PEG Access by Channel:**

**Government Access:** MCTV continues to ensure timely Government Access, covering Montague Select Board meetings, Finance Committee meetings, Cable Advisory Committee, DPW Forums, Planning and Zoning, Broadband Annual and Special Town Meetings, and other meetings by request. A complete overhaul of Selectboard meeting room at the town hall was executed in November. The Selectboard and Proposed DPW Building committee committed to having there meetings in different villages and requested live broadcast. A demo comrex Live shot and rack mount unit were tested and worked wonderfully. A Comrex unit was purchased in December. This unit allows us to broadcast live from any location. MCCI Continued collaboration with Gill-Montague Regional School District to air live school committee meetings and record Collaboration workshops at the Senior Center. Our efforts to move School committee meeting out of classroom to a dedicated space was realized this year. **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.

2017 Stats:

Local Programming: 2878 Hours

Imported Programming: 2175 Hours

Government Programming: 947 Hours

**Attachment II is a list of locally produced content.**

**Current Staff:**

### **Station Manager:**

- During 2017 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 2017, the board-like the station-chugged along like a well oiled machine. We've increased our number to 5- welcome Ray Sebold, but still need more board members. Our board development strategy has three components: we will focus on using the special tools at our disposal, including short messages to play at the beginning of Vimeo replays and "How To" videos that we can run on Channel 17 to encourage more hands-on community participation. We plan to host a Leaders On board outreach event; and we've increased our advertising budget to raise our profile in our viewing area.

Emerging technologies have allowed us to moderate the drawbacks of our small facility by expanding our capacity to televise activities from remote locations. We anticipate that these technologies will continue to increase the communities ability to partner with MCTV in expanding the availability of local events for cable subscribers and internet users.

## **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 2017 BUDGET

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## ATTACHMENT II LOCAL PROGRAMMING

### Locally Produced Programming 2017

#### Attachment II

#### **Government Meetings**

- Selectboard (34)
- Finance Committee (25)
- Cable Advisory Committee (2)
- Special Town Meeting (1)
- Annual Town Meeting (1)
- Broadband Committee (2)
- GMRSD (26)
- GMRSD Mascot Forum (1)
- Planter Committee (2)
- Battlefield Forums (2)
- Recreation and Open Space (1)
- FRTA Informational (1)
- DPW Forums (2)
- Precinct One Pre-Town Meeting (1)
- Precinct 5 Pre-Town Meeting (1)
- School Committee Candidates Forum (1)
- Gill Selectboard (24)
- Gill Town Meeting (2)
- Gill Special Town Meeting (1)
- Superintendent Talks to Gill Parents (1)

#### **Locally Produced Content**

- Great Falls Harvest 2017 (3)
- Welcome Yule
- It's A Wonderful Night (2)
- Veteran's Day
- Turkey Day Game
- GSB-Play Dough
- Vaudeville Holiday Show

Brass Band  
War on Labor  
GSB-4H  
Family Fun Time (5)  
Turkey Day Game  
Battlefield Presentation  
Veteran's Day Ceremonies  
GSB-Fire House Safety  
GFLD Road Bridge Ribbon Cutting Ceremony  
Standing Rock (2)  
Rag Shag Parade  
"Bo" Travel Series  
T.Falls vs Pioneer Volleyball  
Safety Complex Open House  
Carlos W. Anderson (8)  
SSSex Art Happening  
Michi Wiancko ACF Concert  
The Peace Rope  
The Vou 10th Anniversary  
Fenway Park Wrestling  
Millers Falls Artists Collective  
Party In The Hollow  
Pocumtuck Homelands Festival  
Western MA Brass Spring Concert  
GMRSD Joint Workshop (2)  
FRTA Informational  
Common People Concerts (4)  
Eliza Bagg & Oliver Hill Concert  
GSB-Art with Katherine Johnson  
Mutton & Mead (3)  
Millers Falls Arts Bonanza  
Deer Paths  
NMH Battlefield Lecture  
Erving Riverfront Park Grand Opening  
GSB-Garden Club  
GFDC Frank Gregory Muralist  
Rock Paper Scissors  
T.Falls vs Austin Prep Softball State Finals  
T.Falls vs Hopedale Softball State Semi-Finals  
Recreation and Open Space Meeting  
WIC Now and Then  
Local Yokels Chip Dodge & Kathy Lynch  
Memorial Day Ceremony  
Ezra Ward Fire Fighter  
GSB-Horses, Heroes and Hounds

Community For Civil Rights  
GSB-Nova Motorcycles  
Spinner Park Arbor Day  
Entertain or Die (8)  
All Cooped Up  
Montague Congo Church  
Center School Variety Show  
Spring Clean-Up  
2 The Moon  
GSB-Homes and Heroes  
GSB-Dodge & Donuts  
Tom Bergeron DPW Building Tour  
GSB-North Country Line Dancers  
Riverculture Green Screen Poets  
GSB-Gary's Antique Coins  
GSB-A History of Railroad Salvage  
Doctrine of Discovery  
Waterways and Crossroads  
GSB-Moonlight and Morningstar  
GSB-Scott Cote  
GSB-Black History  
Citizens in support of GMRSD Logo Change  
Honoring Frank Abbandanzio  
Being There Women's March  
Fashion Show at the Shea  
GMRSD Mascot Forum