



Montague Community Cable, Inc.  
34 2<sup>nd</sup> Street, Turners Falls, MA 01376 • 413-863-9200 • montaguetv.org

June 16, 2014

To the Montague Cable Advisory Committee:

Ladies and Gentlemen,

Attached please find the information requested for the MCCI annual review(s) scheduled for June 25, 2014. Should you require additional information, please let us know.

We would also like to know what the plan is for the review meeting, itself: what MCCI staff members will you want to talk to; how will the review be structured; and what is the time table for the meeting? Please let us know as soon as possible so that we can make any necessary arrangements.

Thank you,

Mike Langknecht, MCCI Board President

Montague Community Cable's Local Access Services, 2011 to Present  
For Montague's Cable Advisory Committee  
June 16, 2014

**MCTV Station Hours of Operation**

Monday – Thursday  
10AM-4PM (or by appointment)  
Friday  
10AM-6PM (or by appointment)

**Organizational Structure**

Board of Directors

Michael Langknecht, President. North Street, Montague, MA 01351. Home: (413)-367-9418 Cell: (413)-475-4807. mikelangknecht@gmail.com

Veronica Phaneuf, Treasurer. About-Face Computer Solutions, Inc. 151 Avenue A, Turners Falls, MA 01376. Work: (413)-863-5447. about-face@verizon.net

Dana Faldas, Clerk: About-Face Computer Solutions, Inc. 151 Avenue A, Turners Falls, MA 01376. Work: (413)-863-5447 Cell: (508)-284-0233. dana@about-facecomputers.com

Michael Muller: Cell: (413)-320-5336. michael@mullertech.com

Staff

Dean Garvin, Station Manager: 27 Center Street, Montague, MA 01351. Home: (413)- 367-0403 Cell: (413)-475-2333. dean@montaguetv.org

Tim Lindop, Technical Director: Cell: (413)-824-0039. tech@montaguetv.org (or) lindop.tim@gmail.com

Cindy Tarail, Outreach and Communications Coordinator: 24 Center Street, Montague, MA 01351. Home: (413)-367-0042 Cell: (413)- 552-6836. outreach@montaguetv.org

**Introduction**

Since its reorganization in 2001, the Board of Directors of Montague Community Cable, Inc. (MCCI) has made the “local” of local access its first priority, focusing on:

- Community outreach
- Institutional partnerships
- Active collaboration and
- Hands-on board management.

In its 2005 proposal to the Town of Montague, MCCI pledged that MCTV's mission as the public access provider for Montague, Gill and Erving, would be to make the tools of modern, electronic mass communication easy and convenient to access and use. MCTV would 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. Throughout the period of 2011 to the present, which is currently under review by the Cable Advisory Committee, MCTV has been providing a professional, yet friendly, environment where citizens of Montague, Gill and neighboring communities have obtained hands-on training in video production and media literacy.

Throughout these years MCTV has provided consistent outreach and training, collaborating with hundreds of individuals, groups and organizations to create meaningful content, PSAs and working relationships, detailed in its annual report to the Town of Montague, and further explored here. While MCTV's first focus is the town of Montague, the station has networked with other local PEG Access stations in the Franklin/Hampshire region to increase producer reach and viewer choices. MCTV is especially committed to providing non-discriminatory access to the television medium to all Montague citizens and institutions.

In reviewing MCTV's performance over the past 3 and a half years, MCCI has identified several areas of service provision and infrastructure that have changed or are in need of change since the 2005 proposal: outreach, governance and facilities, described below. Following the above-mentioned description of major changes, this report features a description of recent training and membership/volunteer activities, a Summary of Operations, statistics on station use, productions and programming, job descriptions for MCTV staff, and financial information, with documentation attached and mentions of support and recognition from some of those served by MCTV. The Summary includes the 2010-2013 annual summaries of operations (including 2010 as it was written and submitted in 2011) and a 2014 interim summary.

### Expansion of Outreach

The first step toward expanding MCTV's outreach capability was to create an Outreach Coordinator position. Incorporating outreach functions into the technical and administrative positions limited the amount of networking that could be done. Since bringing an outreach coordinator on board, MCCI has been able to survey the community, engage in new initiatives with local businesses and organizations and talk with residents about how they could both benefit from MCTV's services as well as become volunteers. These include:

- Franklin County Home Care Corp. (FCHCC)
- Northeast Mountain Recreation Center
- The Town: Police Department, Water Pollution Control Facility, Libraries, and Parks and Recreation
- WHMP radio and
- Home schooling families.

Soon after hiring the Outreach Coordinator, MCTV created a professionally produced video public service announcement program which gave the outreach effort an immediate boost. The Outreach Coordinator, having this attractive service to offer the Town and local organizations to enhance their public education efforts, was able to bring many people to MCTV, people who typically did not want to become video producers themselves, and help them find ways to benefit from and participate in training, underwriting and events.

The Technical Coordinator has contributed greatly to the station's efforts at outreach through the production of these professional quality PSA's. The results speak for themselves. The PSA for Parks and Recreation resulted in recognition from the Humana Foundation and Kaboom as a "kid-friendly" town. Franklin County Home Care Corporation uses their video PSA as an integral part of their outreach. Bob Trombley of the Water Pollution Control Facility has spoken repeatedly about producing a series on their work since MCTV produced several PSA's for the WPCF. Suzanne LoManto of River Culture hopes to engage MCTV in producing video in support of River Culture's events. Mickey Longo of the Airport has taken advantage of the service and the aviation day videos MCTV produces are educational and entertaining. Linda Ackerman and the Technical Coordinator have worked together to bring the Community Room events at the Turners Falls branch of the Greenfield Savings Bank to television and on-demand Internet access.

Since taking on shooting the Select Board and Financial Committee meetings, the Technical Coordinator and Station Manager have not only increased the quality and ease of production with multiple cameras in the Town's upstairs meeting room but continued a cordial working relationship with Town Hall, from elected officials in the Select Board and the Financial Committee, to the Town's various department heads. Together with the PSA service offered to Town departments and committees, the work of Town government has been made more known to its residents—which has helped with overall outreach as well.

In regard to outreach for educational programming, MCCI has also identified this area of service provision as one that was not fully accomplished: educational programming and production and training collaborations with the GMRSD proved elusive because of circumstances beyond MCCI's control, such as turnover or other changes in the partnering organization's leadership and faculty.

### Restructuring Governance

MCCI reached out to participants from other local boards, government bodies and organizations. To the extent that this cross-pollination existed, it was a very effective strategy that resulted in robust partnerships with The Brick House, RiverCulture and The Gill Montague School Community Partnership, to name a few. The challenge is that membership is declining on many local boards and committees and the demands of modern life are severely limiting the availability of those individuals who are willing to serve.

To meet this challenge, MCCI has made the following changes to its bylaws:

1. The full board will no longer be required to meet every month. The officers of the corporation will meet regularly as the executive committee (at least monthly, more often as necessary) to provide guidance and oversight to the staff for ongoing operations. The full board will meet quarterly to provide broad policy guidance for the organization as a whole and to review the work of the executive committee.
2. The quarterly meetings of the board will also be public forums for the exchange of ideas and the exploration of issues of relevance to the organization and the community. On the one hand, we want to reduce the demands on board members while increasing the relevance of the meetings to those board members. We also want to broaden the appeal of our organization to attract existing community leaders who may be more interested in joining the board- or, at least, participating more actively- in order to participate in a forum for ongoing community dialog than they might be to simply develop the platform for that forum. (With apologies to McLuhan, sometimes "the

message” is the message... ) Another way of explaining our intent is to say that we want to “be the change” that we hope to create: by providing a model of community engagement with important issues we will increase our own capacity to organize and support these kinds of events, enhance and improve our capability to technically produce and disseminate this content and to encourage wider participation in the public dialog. Our first quarterly board meeting/forum will be held in August during the annual Block Party. At this meeting we will outline the new board structure and announce the themes of the next three quarterly meetings. Among the potential topics are How Town Government Works; The Future of Public Access In the Changing Technological Climate; How to be an Effective Board Member and; The Challenges of Finding and Managing Your Organization’s Facility.

MCCI’s board development goals for 2014 are to add new board members and to have successful quarterly forums.

### Improving MCTV’s Facilities

MCCI’s approach to the mission of Public Access and to the achievement of its organizational goals is largely defined by its studio and office facility. The facility in the Crocker Building is accessible, conveniently located and well managed by a local agency with whom MCCI has a built a strong partnership. Unfortunately, it is not a space that can accommodate a properly functioning Public Access organization where a variety of activities can be conducted simultaneously without interfering with each other. As such, the current location comes with a certain built-in inefficiency that the organization must address in order to achieve the broader organizational goals. At a minimum, MCTV should have a permanent studio large enough for public meetings, staff offices, small editing and training suites, and a conference/class room as well as more accessible bathrooms.

### **Training**

The Technical Coordinator taught several classes in the last year (2013-2014) to adults, a non-profit and most recently a class for kids ages 6-10. These classes were attended by participants of mixed experience, including the children's class. The Coordinator’s goal, when teaching, is to instill the joy of creating through video, teach that video is a craft and that it is more than simply pointing the camera at something, pushing the record button, and then handing it off to an access center for display. In every case people came away excited and invigorated about making video and video production’s possibilities as a creative outlet. The children’s class, taught to a small group of homeschooled children who were enraptured by the process, not just the outcome, of motion picture production, proved very rewarding to the instructor. By the class finale the kids formed a production unit called the “Polka-dot Gang”, where each member goes by a nickname to signify their participation in the “Polka Dot” production unit: “Slayer,” “Polka Dot” Platypus” and “Blue Eyes” (Lindop is “Blue Eyes”).

### **Member Volunteers & Field Production Support**

MCTV has a loyal core of producers/volunteers that periodically crew on our multi-camera remote field productions such as Turkey Day, Soapbox Derby, Town Meetings, Softball Finals, Debates, Forums, and more.

There is no set schedule of rotation for personnel. Once an event is identified that requires additional staffing, a call is put out to all our active members. Volunteers are chosen on first response basis.

Field production support services (stipends) are issued at the discretion of the station manager. This line item in our budget is reviewed and adjusted annually.

## **2010-2014 Summary of Operations**

### 2010 Annual Summary of Operations

MCTV created an advisory board this year. We decided help was needed for community outreach, fund raising, and other special projects. The advisory board should not be mistaken for the Cable Advisory Committee, the town committee created to oversee cable operations for the town. The advisory board is an MCTV organization. The members include: Al Ross; Patricia Pruitt; Carlyn Saltman; Lee Wicks; Linda Ackerman and Steve Alves. MCTV took the opportunity to survey the crowd during the Turners Falls block party. We found that 8 out of 9 people surveyed knew about MCTV and six out of nine people watch MCTV often, and two people watched MCTV sometimes. Other questions were asked as well. This was not a scientific poll but it gave us some idea who is watching the station. It is particularly important to get information regarding cable viewing as the town of Montague is entering re-franchising negotiations with Comcast. This means that input is needed from town members regarding how well Comcast is serving the town.

David Detmold, the editor of the Montague Reporter asked MCTV to produce a live forum with the candidates for select board. The forum was open to the public. The Reporter, Recorder and WHAI were there to ask questions of the candidates. We took questions from the audience as well as prepared questions from the reporters.

MCTV continues to video town business including town meetings, select board meetings, and various special events. We continue to air the finance committee meetings at their request. In addition, all GMRSD school committee meetings are shown. Those held at Turners Falls High School are produced by school staff while MCTV video tapes school committee meetings held at the elementary schools. The town of Gill is now showing its select board meetings on MCTV. They had been using MCTV's cameras, but recently bought their own equipment.

We continue to show the Turners Falls Block Party and Fabrications Fashion Show; the Valley Idol competition at the Shea Theatre; the summer music series on the Gill Commons; special programs at the Great Falls Discovery Center and other community produced events. Laurel Facey and Sita Lang are producing the Discovery Center Coffee House series. Sandy Facto and Marge D'Elia continue with "Under the Patchwork Quilt," and Ethan Reipold and AJ Cook are working on the "Bridge Project."

Reipold recorded a meeting about the residents of the town of Leverett inviting a prisoner from Guantanamo to live in their town. The meeting was uploaded to the MCTV web site upon request of David Detmold whose article in the Montague Reporter referred people to our web site to watch it in its entirety. Don Clegg and John Duda recorded the Eggstravaganza at Unity Park and a number of other events. Clegg recorded the Morris Dancers at the community garden. Mik Muller organized a crew to record the 'Welcome Yule' production at the Shea Theater and covered the annual fashion show at Suzee's Laundromat. Muller also organized the first Montague Soap Box Race, a fundraiser for MCTV. The event was a tremendous success thanks to the help of volunteers including many of the town's employees and elected officials. There were thousands of people in town to watch the race and participate. Naturally the event was videotaped and shown on Channel 17.

A few pieces of equipment and some software were bought this year. One piece of software, Facil, is a data base system that helps us keep track of equipment and facilities use. The Tight Rope Carousel is a computer that specializes in running the electronic bulletin board seen on channel 17. It automates the removal of dated messages and saves time creating new messages with built in templates. It is much better suited for running an electronic bulletin board then the Power Point Software that we had been using. MCTV also bought a much needed editing system as well as a new audio mixing board to improve the audio quality of the meetings held in the select board room.

MCTV welcomed two new interns -- Intha Lepkham from TFHS and Robert Flandreau a Montague resident attending Four Corners School. The two 2009 interns from TFHS are still working at the station. One of them is now a part time employee producing the Montague Finance committee meetings. The station produces an impressive slate of community programming with more than 4,000 hours of local programming aired. The station continues to be available for training. A studio training class took place during the spring. The eight people enrolled in the class were then able to set up and produce studio and remote electronic field productions.

The staff continues to work collaboratively with regional access stations and local producers to share programming. MCTV joined both the Western Massachusetts Alliance for community media and the Massachusetts Access Alliance.

The Board of Directors and staff of MCTV continue to maintain a viable and community friendly access station while adhering to the proposal submitted to the Select board. We welcome feedback from viewers at any time.

### 2011 Annual Summary of Operations

MCTV currently broadcasts on Channel 17 covering most of the villages of Montague, as well as parts of Gill and Erving. The station routinely covers Montague select board meetings, finance committee meetings, annual town meetings, special town meetings and other special meetings by request. In addition, the Gill-Montague Regional School District works with MCTV to air live school committee meetings. The school district videos the meetings that take place in the high school while MCTV assists with the video taping of the meetings that take place at the elementary schools. Volunteers from Gill continue to cover Gill select board meetings, annual town meetings and other governmental meetings as requested by their town government.

The station continues to broadcast special events taped by our community producers -- Valley Idol, the Turners Falls Block Party, concerts in the parks, fashion show events. This year MCTV worked with Comcast to set up a direct feed for the live airing of the Second Annual Montague Soapbox Derby. Special thanks to Easthampton Cable Access Television for their technical and personnel support during this event. The Friends of the Great Falls Discovery Center is in their fourth year of producing the Coffee House series bringing an eclectic collection of local musicians to the airwaves following their live performances at the Great Hall.

The Town of Montague granted a ten year cable television renewal license to Comcast in August, 2003. The town's Cable Advisory Committee (CAC) has begun discussions with Comcast regarding license renewal when the current contract expires in August 2013. Anyone interested in working with the CAC should contact the station for further information.

## 2012 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.

## Government Access

MCTV continues to ensure timely 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. Station Manager Dean Garvin and Lindop improved video production of meetings at Town Hall by painstakingly fixing a complicated and outdated set up, and are configuring a remote filming system with Selectboard approval to cover additional meetings with volunteer support.

## 2013 Annual Summary of Operations

Public Access television can be an invaluable tool for strengthening expression, communication, understanding, and appreciation of diversity in a community, and 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 in December, 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."

### Programming and Production Highlights, Changes, and Issues:

- Hired Tim Lindop, teacher, video journalist and public access director, as Technical Coordinator
- Trained and mentored volunteers in production: story, camera, lighting, audio, editing
- Produced video PSAs for government and organizations
- Built relationships with local businesses

### Progress

The MCCI Board of Directors reports that in 2013 MCTV advanced its primary mission: to help the community develop its ability to communicate. The station increased training and mentoring of community producers to help them become effective communicators. It provided improved and enhanced access services. Tim Lindop, an experienced instructor and video producer, was hired to replace Technical Coordinator Owen Weaver when Weaver moved on. On the strength of Weaver's productions, Cindy Tarail, Outreach and Communications Coordinator, had recruited a number of local agencies and town departments to request video public service announcements (PSAs). Lindop's video productions attracted even more video PSA requests.

The station was also successful in attracting long-time as well as new MCTV members to take video production classes introducing audio, lighting, camera, editing and multi-camera shoots. MCTV developed a closer relationship with Franklin County Home Care Corp. (FCHCC) through training, underwriting and programming. By autumn, the agency identified staff to be trained in video production—a risk of resources for any organization, and one that MCTV is committed to support with further mentoring. The station will reach out to other local agencies to show them that they can benefit from MCTV's services. Recently, the Brick House has begun training.

### Facility issues re: building, space, furnishing, and equipment:

The Board met with members of the Montague EDIC, the Town, local lenders, and contractors to discuss the purchase, financing and renovation of the adjacent building at 38 Avenue A with the goal of

creating a modern and accessible community access facility. The Board conducted a lengthy bidding process and selected a contractor, Pioneer Valley Custom Construction. MCCI developed a floor plan and exterior plan based on negotiations with the EDIC and consultation with cable access professionals. Until contract negotiations conclude, and as long as the bidding process on demolishing the building continues, lenders will not finance the project. The station met with the Housing Authority to extend the lease of the station's space with the understanding that MCTV may move at no charge as long as three month's notice is provided. The Housing Authority understands the current facility is inadequate to house the station's growing need for training, video production and outreach.

#### Community Partnerships/Collaboration/Outreach

Town of Gill partnership Janet Masucci of Gill covers local government meetings, receiving mentoring and troubleshooting in video production from Lindop and editing meeting footage at the station. Lindop assisted Masucci with a plan for improving filming the meetings, helping her to make equipment recommendations to the Town and exploring the Town's ability to broadcast live on Channel 17. The Town of Gill funds its government access coverage with a line item for MCTV in its budget.

#### Underwriting

The station continues to reach out to local businesses to underwrite productions such as the government meetings, the Montague Soapbox Derby and the Turkey Day Football Game. MCCI has budgeted for staffing, equipment, technology services and training to further improve programming and will pursue an underwriting campaign in 2014.

#### Community Producers

In 2013 MCTV's active community producers committed to improving their skills and increasing their production. Lindop offered an introductory-level training series of to four experienced producers, focusing on concepts of video production--the do's and don'ts. Lindop showed them how to tell a story with the camera and how to edit. He covered audio and the basics of lighting styles. The trainees rated the class highly. Lindop also gave a hands-on class integrating these concepts with shooting assignments and editing. He instructed staff from Franklin County Home Care Corp. and the Brick House how to produce public service announcements in the studio using footage shot in the field. Lindop provided ongoing mentoring after the classes in editing and use of the cameras. Volunteers also stepped up to be trained to help record government meetings at Town Hall. Volunteers crewed on the following multi-camera shoots:

- Annual and Special Town Meetings
- Montague Selectboard Candidate's Debate
- Turkey Day Football Game
- Montague Soapbox Derby
- Joint Committee on Tourism, Arts and Cultural Development

## 2014 Interim Summary of Operations

In 2014, it is MCCI's hope to increase MCTV's local and regional content and training by:

- Expanding regional collaboration
- Increasing staff coverage of local events
- Upgrading the station's facilities, closing on the Cumby's building or conducting a facility search process
- Adding remote capability to Town Hall
- Going out into the community to show potential members the benefits and fun of making video
- Continuing to develop the training curriculum and providing it in a variety of formats
- Restructuring the governance of the organization to allow more citizens to participate

In addition, MCCI looks forward to a successful renegotiation of the Comcast Cable contract so that it will have the necessary infusion of capital to increase MCTV's service to the town and what it can offer over the next ten years.

MCCI and MCTV have already made significant progress toward these objectives in the first six months of 2014. In addition to MCTV's regular programming work, from January to March, the station created a number of productions including the Parks and Recreation video that helped Montague become a "Playful City" and covered the GMRSD Cyber Bullying event, prepared the 2013 annual report, served community producers with significant mentoring and involved them in local productions, trained the Outreach Coordinator in digital signage to increase the number of bulletin board PSAs, and planned and developed training for children and adults.

From April to mid-June, MCTV focused on organizing a collaborative forum on the proposed natural gas pipeline, producing a video PSA as well as organizing the filming of the forum itself and cablecasting it live all across the region, supporting and filming the Gill Select Board candidates' debate, performing a review for the CAC, holding an Annual Meeting, filming the Annual Town Meeting, holding a children's video class, creating several productions for area nonprofits including Stavros, the As You Write It group, and others, and completing post-production work on the videos begun in the first quarter.

## 2011-2014 Vital Statistics

### Facilities/Equipment Reservations

2011

Facilities 190

Equip. 126

2012

Facilities 212

Equip. 176

2013

Facilities 125

Equip. 173

2014 (To June 1<sup>st</sup>)

Facilities 25

Equip. 66

### Programming

#### **Hours**

##### *Local Programming Hours*

2011: 2,504 -- 2012: 4,401 -- 2013: 3,936

##### *Imported Programming Hours*

2011: 3,497 -- 2012: 3,356 -- 2013: 2,742

### **Locally Produced Programming**

#### *Local Government 2011-2014*

##### Gill

- -Gill Selectboard
- -Gill Town Meeting

##### Montague

- -Selectboard
- -Finance Committee
- -Annual Town Meetings
- -Zoning Board Meetings
- -Special Town Meetings

- -GMRSD Meetings (We Take the Feed from school)
- -Candidate Debates
- -Police Interviews
- -Montague Candidates Forum
- -CAC Ascertainment Hearing
- -Gill Candidates Forum
- -MBA Hearing
- -Town Hearing Railroad

*Locally Produced 2011*

- -Coffee House Series
- -State Education Fund
- -When We Were French
- -Leverett Library
- -Leverett Peace Talk
- -Montague Update
- -Poetry Series (Discovery Center)
- -Wendell Permaculture
- -Farming Series
- -Common People Series
- -Starhawk
- -NoHo Series
- -AJ Music Series
- -Girls Softball (Regional, State, Finals)
- -Dan Bodkin Permaculture
- -MBA Meeting
- -Valley Idol
- -Farming Series
- -Block Party
- -Soapbox Derby
- -Zombie Nurse
- -Solar House
- -Folk Dancing
- -PSA:Post Office
- -Flying and Mountain Exploring
- -Easthampton Debate (Used our equipment)
- -Veteran's Day
- -Gill Veteran's Day
- -Turkey Day Football Game
- -Fashion Show
- -Welcome Yule
- -GM Community School Partnership
- -Equine Therapy

### *Locally Produced 2012*

- -My Swedish Summer
- -African Fundraiser
- -Occupy NoHo
- -Eggs and Issues
- -Poetry & Prose
- -The Vou
- -The 99%
- -School Globalization
- -Carnegie Library
- -Library Science
- -Coffeehouse Series (12 Episodes)
- -PSA: Elementary School
- -Center School Talent Show
- -Badminton Bash
- -Wendell Library (Syria Talk)
- -PSA: Solarize Montague
- -Fashion Show (Laundromat)
- -Sawmill River Restoration
- -Tile Mosaics
- -Arts on Art
- -PSA:GMRSD
- -NoHo Art
- -PSA:Senior Writing
- -PSA: Medication Safety
- -Energy Park Industrial Meeting
- -PSA:Discovery Center
- -Senior Center Writer's Workshop
- -Roller Derby
- -Montague Cultural Update
- -TFHS Career Fair
- -Third Place
- -Johnny Dynamite
- -PSA:Parks & Rec.
- -Introduction To Solar 101
- -Bret's Best Show (4 Episodes)
- -Valley Idol Finals
- -Oren Music Project
- -Foe Art Gallery
- -Gill Montague Community School Partnership
- -Short Story
- -Memorial Day
- -PSA:Discovery Center (2)
- -Net Roots Nation
- -Western MA Softball Semi-Finals
- -Western MA Softball Finals

- -Softball State Semi-Finals
- -Softball Finals
- -Erving Elementary 5<sup>th</sup> Grade Graduation
- -PSA: Red Fire Farm
- -Skate Park Contest
- -Mutton and Mead
- -Gill Town Meeting
- -Feast For The Arts
- -Wheelchair Challenge
- -PSA Parks and Rec.
- -Upper Valley Music Fest.
- -Race Picnic
- -Solar 201
- -Book Mill Music Series
- -Zombie Movie
- -PSA: Sidewalk Art
- -Outside
- -Block Party
- -PSA: Soapbox Derby
- -Skeleton Crew Promo
- -Bella Terra
- -PSA: Solarize Montague
- -Tales and Legends Polish
- -Tales and Legends Irish
- -Tales and Legends German
- -Tales and Legends French
- -Special Town Meeting
- -PSA: Local Business
- -Traveling Rhubarb Circus
- -CAC Public Ascertainment Hearing
- -Soapbox Derby Informational
- -Soapbox Derby
- -PSA:Nofa Promo
- -PSA: Loot Art
- -PSA: Solar Walk
- -Raptor Encounters
- -Pumpkin Fest
- -2<sup>nd</sup> Franklin District Debate
- -Veteran's Day
- -Football Semi-Finals
- -Football Championship Game
- -Welcome Yule
- -Folk Dancing
- -PSA:Ed
- -It's A Wonderful Night
- -GSB:Zumba



### *Locally Produced 2013*

- -Music at the Voo
- -PSA: Police Safety 1
- -PSA: Liability Study
- -Sidewalk Lights
- -PSA: Discovery Center
- -GSB: Shine Presentation
- -Winter Fair
- -Valentine's Variety Show
- -Distraction Project
- -Wendell Library Climatology
- -Jess Music
- -Senior Center: Moonlight & Morningstar
- -PSA:Nina's Nook
- -PSA:Erotic Authors
- -Montague Update
- -Maple Sugaring
- -Special Town Meeting
- -Music at Burrito Rojo
- -Moonlight's Music
- -GSB: Senior Safety
- -Creative Economy Summit
- -PSA: Police Safety 2
- -Mitch Lucker Memorial
- -PSA: Water Treatment (3 Episodes)
- -Beatles Retrospective at the Shea
- -Helmet Safety Day
- -Spring Gospel Concert
- -Spring Parade
- -Shapen
- -Exploring Turners
- -Tree Rededication Ceremony Peskeomskut Park
- -Special Town Meeting
- -Gospel Music
- -Seed Saving Workshop
- -Montague Grange Variety Show
- -Memorial Day
- -PSA: Parks and Rec.
- -PSA: Airport Day (2 Episodes)
- -PSA: Northfield Mountain
- -PSA: Quinnetuket II
- -PSA: Revolving Book Rotation
- -Judd Wire Anniversary
- -Carlos Ministry
- -Pre-Town Meeting

- -Special Town Meeting
- -Soapbox Derby
- -Snap-Blown Away
- -Seed Saving Workshop Part 2
- -Energy Saving for Seniors
- -PSA: Franklin County Home Care Corp.
- -Veteran's Day
- -Turkey Day Football Game
- -Symphony
- -Zero Energy House

#### *Locally Produced 2014*

- -Fracking Forum
- -PSA Fracking Forum
- -As You Write It Workshop
- -Cyber Bullying
- -Special Town Meetings
- -Annual Town Meeting
- -Gill Candidates Forum
- -Memorial Day
- -Skate Park Benefit
- -Gill Selectboard
- -Gill Annual Town Meeting

### **Job Descriptions**

#### MCTV Station Manager

The Station Manager is responsible for the day-to-day operations of Montague Community Television, including overseeing the activities of the Technical Director and the Outreach and Communications Coordinator. The Station Manager is supervised by the Board of Directors. (The Board of Directors is the Executive Director.)

The Station Manager's duties include the following tasks.

- Manage staff and activities at station, studio and at any remote field shoot.
- Propose staff meetings as necessary and engage in team planning and implementation of station activities and creating team recommendations to the MCCI Board.
- Participate in MCCI Board discussions about day-to-day operations and long term planning. Bring team's recommendations to MCCI Board about annual budget, equipment and technology needs, capital improvements, staffing, funding and more and/or appoint staff to bring recommendations in Station Manager's stead.
- Maintain Station's relationships with Producers, Town Officials, School Officials, etc. together with staff.

- Provide technology oversight
  - Oversee technical operation of studio and town hall equipment with assistance of and input from Technical Director.
  - Stay apprised of current technology and upcoming trends.
  - Prepare an Equipment Needs Assessment for Board and Cable Advisory Committee.
  
- Oversee productions
  - Staff multi-camera shoots with Producers and Volunteers. Supervise and mentor volunteers on an individual basis as needed.
  - Manage local video production content on Vimeo account including converting and uploading.
  - Identify, develop and schedule local productions independently and in conjunction with staff
  
- Conduct programming and broadcast operations
  - Download and import local and non-local programming
  - Enter meta-data
  - Create and manage programming schedule
  - Oversee technical operations of broadcast rack. Troubleshoot problems. Interface with cable, Internet service and program server providers and technical support.
  - Manage and create digital signage server content in conjunction with Outreach and Communications Coordinator.
  - Solicit and manage PSA requests from organizations in conjunction with Outreach and Communications Coordinator.
  
- Perform general administrative tasks including:
  - Complete and submit paperwork to the business manager and Board Treasurer
  - Ensure efficient equipment checkout and return process.
  - Track station use, facilities and equipment loans
  - Supervise expenditures and purchasing
  - Manage office space and supplies
  - Supervise consultants and vendors
  - Interface with building management
  - Maintain complaint/compliment log
  - Generate monthly staff reports
  - Assist with preparation of Annual Report including generating statistics

### MCTV Outreach and Communications Coordinator

#### **Duties:**

- Conduct public relations and outreach
  - With team, create and execute PR plan to achieve strong, positive MCTV awareness among viewers and general community
  - Act as a liaison with town, community groups, businesses, schools to develop, produce and promote programming and services. Create organizational and production partnerships.
  - Write articles/press releases
  - Coordinate the MCTV website and social media and contribute new content and posts

- Participate in program development
  - With team, identify and develop local production opportunities
  - Organize events, in conjunction with staff and partners, such as local and regional debates, forums and meetings, that have community media coverage value
  - Assist in developing educational programs, planning special workshops and classes and internships in conjunction with Technical Director, arrange logistics for classes in conjunction with Technical Director
  
- Fundraise
  - Create underwriting and sponsorship solicitations
  - Solicit local businesses and write local business grant applications
  
- Conduct organizational management activities
  - Propose staff meetings as necessary and engage in team planning and implementation of station activities and creating team recommendations to the MCCI Board
  - Keep Board, staff and members updated about organization through organizational documentation, email, personal contact and periodic news sharing
  - Monitor local, regional and national media and bring production, training, best practices, funding and marketing opportunities to team
  - Together with team, analyze and measure results of station activities
  - Gather information from staff, board, CAC and town government to write annual and other reports
  - Participate in MCCI Board discussions about day-to-day operations and long term planning
  - Conduct human resources activities including: creating job descriptions and job recruitment documents and advertisements; assisting with hiring, assisting with evaluating staff, researching best practices
  
- Conduct programming and broadcast operations
  - Download and import non-local programming as needed
  - Enter meta-data as needed
  - Assist with programming schedule as needed
  - Manage and create digital signage server content daily in conjunction with Station Manager
  - Solicit and manage PSA requests from organizations daily in conjunction with Station Manager
  
- Perform general administrative tasks including:
  - Respond to inbound phone calls, digital media and email inquiries in timely fashion
  - Complete and submit paperwork to the Station Manager
  - Ensure efficient equipment checkout and return process.
  - Assist in tracking station use, facilities and equipment loans
  - Assist in managing membership and contact lists
  - Assist in generating monthly staff reports
  - Document production, membership and other information and details of correspondence
  - Maintain filing of documentation
  - Assist with general upkeep and cleanliness

Assist MCTV staff and board with other miscellaneous tasks as they arise.

### MCTV Technical Coordinator

#### Major Duties:

- Provide community video production training
- Video local government meetings, community events and public service announcements
- Handle post-production of local content
- Manage production technology in conjunction with Station Manager

#### Detail:

- Provide guidance and training to groups and individuals on how to effectively communicate via community cable television
- Create a positive learning environment for new and experienced producers and be available to respond to questions during edit sessions and productions
- Maintain positive relationships with production and training clients
- Instruct users on video production tools in small group and one-on-one workshops
- Develop and conduct workshops in video production and non-linear video editing
- Produce and crew on on-location and studio productions. Independently produce video programs
- Video local government meetings
- Video community events
- Produce video public service announcements
- Dub and archive media
- Efficiently distribute digital video to the web in conjunction with Station Manager
- Update Vimeo channel in conjunction with Station Manager
- Produce, shoot and edit programming as assigned including local events, sports, and PSAs.
- Convert final edits to all needed formats

- Maintain editing equipment including installing and updating software and managing media storage
- Handle equipment reservations, gear check-out and technical assistance for equipment
- Promote the use of MCTV services and cultivate public relations and partnerships in conjunction with staff
- Research and recommend video production equipment including software, cameras, lighting, audio and studio furnishings

## **Financial Information**

### Narrative

There are three objectives the Board of Directors of Montague Community Cable, Inc. (MCCI) considers when reviewing and planning. The first is the ongoing budget vs. actual scenario. Monitoring staffing, administration and program costs to make sure they stay within the voted budget guidelines is important. To that end, monthly and year to date budget vs. actual reports are reviewed. Overages and under-ages are reviewed and monitored. Requests from staff for resources are considered within this framework. The Board's second objective is to maintain the technology needed to run a TV station. Smaller equipment expenditures and repairs are incorporated into the working budget. The Board reviews larger equipment purchases and repairs. Criteria used include need, timeliness and whether the item warrants capital money to be spent. The third (and not least important) objective is to maintain competent staffing to run the station and to fit within the budget.

Funding Challenges: The Board of MCTV has been juggling budget management with the knowledge that both MCTV's location and core technology (server and rack equipment) are sorely in need of upgrading. MCCI has maintained cash on hand as it researches moving the studio to a space more suited for the Cable Access Station. Resources have been spent on the Board's number one choice of location, the former Cumbies Building on Ave. A. Unfortunately, the purchase of the property has been stalled and now the core technology will have to be replaced before MCCI finds a new space. It would be extremely cost effective to find a new location and outfit that location with more current, state of the art technology rather than replace the technology in a space not well suited to MCCI's goals for MCTV. MCCI currently reserves approximately \$100,000 to help make these major decisions in the near future.

### Attached financial documents

- 2013- 2014 chart of staffing
- Five year financial summary (covering through 2012)
- Federal Forms 990EZ
- Mass. Forms PC
- Accountant's Financial statements for tax years 2011 and 2012
- Voted budgets for 2011, 2012, 2013 and 2014
- 2013 budget performance report
- Balance sheet report as of 12/31/13 (based on info currently being reviewed by the accountant) and
- Quarter 1 2014 budget performance report.

Note: MCCI's tax return and audit for 2013 are currently being prepared by the accountant. These returns will be emailed to the CAC and the Town as soon as they are available.