



Town Meeting Background Materials – Article 30 – May 2, 2015

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Notes from the Board:

MCTV is a solid, local Public Access station with strong (if not always unanimous) community support, an active and productive volunteer base and a record of achievement that goes well beyond recording local meetings, including leadership in regional collaborations and support of local public access start-ups in neighboring communities.

MCTV has strong, experienced, corporate leadership: the MCCI board of directors has over 100 years of cumulative leadership experience spanning non-profit, government and community boards, committees and organizations, and nearly 50 years of successful local business activity. As the governing body of MCTV, we experience the same sorts of challenges that are common to any small non-profit or government committee: trying to increase community participation -- from the board level down -- improving services and keeping to a budget!

MCTV has strong staff leadership. Our station manager, Dean Garvin has been with the station since management returned to Montague ten years ago. He has been unsinkable through multiple strategic reorganizations and staff reconfigurations and has recently been running the station nearly single handed, all the while increasing meeting coverage and increasing local productions -- and, yes, working diligently with the board on another staff reconfiguration.

MCCI is proud of the support that we have enjoyed, and continue to enjoy, from other local organizations and are proud of the support that we've been able to provide in return, and that we continue to provide as a core organizational value in the course of our daily operations. It is in this spirit that we have stuck with the Montague Cable Advisory Committee through a nearly yearlong "annual review" process and we are committed to a long and productive collaboration with them throughout our term as the local Public Access Provider for the Town of Montague.

The MCCI Board of Directors

Mike Langknecht

Veronica Phaneuf

Dana Faldas

Mik Muller



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MCTV Current Operational Plan:

Due to the changing technological times we live in, in regards to public access TV and how it is both perceived and utilized by the residents and viewers across the globe and in the town of Montague, MA, and in response to the recent criticism of how MCTV has reacted to and handled that change, the staff and board of MCTV have made decisions and taken steps to both increase the amount of local programming on Channel 17, as well as increase the amount of outreach to bring in new producers.

Seeing that there has been a steady decrease in the number of local residents willing to come into the station and borrow cameras to video local events, MCTV has begun to contract with a small group of vetted camera operators to go out to video local events.

With the passing of our **Technical Coordinator**, Tim Lindop, MCTV has decided to eliminate that high-level position in favor of multiple support positions, 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 manage the library contained there. They will also take over the creation of PSA slides.

These new positions will also double as in-office staff persons, covering the station presence while the Station Manager may be out setting up a complex shoot, such as Town Meeting or the weekly Selectboard meetings. We may re-introduce evening hours at the station based on interest. The assistants also provide individualized trainings in camera operation, and simple editing techniques.

Additionally, MCTV has decided to change the job title and description of **Outreach Coordinator** to **Communications Coordinator**, whose main focus will be creating and maintaining a weekly series of articles about the happenings at the station, including any new productions and producers, as well as articles that discuss the video industry in general. These articles will be posted to the MCTV website, other local websites and social media, emailed to all subscribers of the station, and published in the Montague Reporter as a weekly column.

The task of outreach, we feel, will be better accomplished through a weekly column that will keep the station in everyone's minds and explain how things work and how to use it. We also feel that outreach will also be accomplished through direct, subsidized productions by the station, with the contracted camera operators appearing at places of business and local events, and talking about how people can get involved, as well as having more, quality programming on channel 17 and online.

Lastly, MCTV plans to upgrade much of its equipment in the next few years, adding more digital capabilities and larger storage for the increased content expected from the steps detailed above.

Detailed plans of a long term budget, exact hours and duration and the timing of how it will all integrate are pending a contract being signed by the Town.

MCTV is still interested in purchasing the old Cumberland Farms building, which has been on hold while we wait for a contract. Having a 30-day probation period may delay the ability to purchase the building as banks will not lend money unless we have a solid long-term contract with no liens or restrictions.



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Staff Report
April 1st – April 30th, 2015

Equipment Usage: 22

Facility Usage: 15

Operations:

- John Dunphy and Ethan Reipold have been trained on the town hall system. Both John and Ethan are able to tech direct the Selectboard and Finance Committee Meetings. Moving Forward they will be trained in the Setup and Breakdown of Townhall System.
- Deirdre Pleasant being trained in Digital Workflow.
- Bret Leighton, William Andrews and Owen Weaver have been filming and editing station directed events as well local producer events.

New Model offers more flexibility and translates to quicker turn-around of local productions and number of shows produced to completion. Local producers who are willing to take on responsibility of filming a project seem relieved that editing can be handled by someone else.

Items of Interest:

- 2 productive meetings with Jen Audsley from Montague Cultural Council. We have identified some marquee events to record for/with them.
- TFHS Video department and Jon Chappel will be sending us student projects. (2 Weeks)

Independent projects:

- Bret Leighton's the fat detective (Series)
- Ray Seibold (Northern Roots)
- Ray Seibold (Greenfield Middle School Variety Show)
- Ray Seibold (Dance interviews and Moldavian Cup Song) in production.
- Mik Muller (Sweden Project)
- Lisa McLoughlin (Howeowners Rights)
- Rodney Madison (Weekly Show)

MCTV Recently Completed:

Candidates Forum 4/12/15, Candidates Forum 4/19/15, CAC Meeting 4/30/15, Selectboard Meetings, Cable Advisory Committee Meetings, As you Write It, Meet the New GSB President, Local Yokels, GMRSD Meeting at Sheffield, Pipeline Meeting 4/23/15, 1696 Mapping History, Senior Feasability Meeting.

MCTV Upcoming Projects:

May 2nd – Annual Town Meeting (TFHS) (Multi Camera)

May 5th – Selectman Debate (Live Broadcast from Town Hall)

May 15th – Creative Economy Summit (GCC) Collaboration with GCTV and NBTV

May 16th – River Song (Multi Camera)

Gill:

- Janet Masucci continues to film and edit Gill Selectboard and other events in Gill. These events are broadcast on Channel 17 and uploaded to Vimeo.
- Preliminary phases of comcast contract renewal underway.
- Equipment References.

Need	Goal	Action	Comment
Local Programming/Outreach:			
	Continue actively identifying local content of interest to be recorded.	pay our producer base to record and edit the event as desired. A fee for service if you will.	This model allows the organization to increase local content. Outreach to the community is also increased by the nature of being at more events. This model does not eradicate the historic model of producers creating their own projects on a non-stipend basis.
	Encourage Local Schools to use MCTV Resources	DG has been communicating with Video Teacher from TFHS.	JC will be sending us Student Videos in 2 Weeks.
Town Hall Remote System:			
	Installation of 2 remote government camera systems	Systems to be installed in the 1st & 2nd flr. meeting rooms. (camera, mics, mixer, monitor, power source, Cables, Remote)	Estimated Cost: First Floor \$1,500, 2nd Floor \$1,250 Hopefully this low cost, low maintenance system will increase public knowledge and awareness of their local government. Plus there is the added benefit of increased local government programming. If successful we can visit the concept of moving all government programming to channel 15.
		Staff and meeting participants, government committees, etc. will be trained in operation of system. Staff will manage rotation of SD Cards.	
Safety Complex Remote System:			
	Explore feasibility and cost analysis of installing a system that is similar to Town Hall Remote setup.		Desired Result: Streaming, Transmitter, Receiver System
	Explore options and cost of 2 way drop via comcast.		(1.fiber to hub – 2. fiber/copper TFHS interface)
Broadcast Server:			
	Update to Tightrope Broadcast Server	Capital budget Plan	One channel \$12,000 Overhauling the current model is not a cost effective solution. Tightrope Server is not only a cost effective solution but comes with added benefit of being able to broadcast in Analog or SDL and ingest and play a variety of file formats (mpeg, mpeg4, quicktime, AVI, etc) This eliminates costly conversion time for both staff and public. Another server required if we designate channel 15 to Government Programming.

Tightrope Digital Signage Server

Replace Tightrope Digital Signage Server
Server purchased in 2009.

Allocate monies to cover replacement Cost of Signage Server
Each year an assessment can be made about existing server integrity - this influences timing of replacement

Road Mixer (Anycast, Tricaster)

Replace the Road Mixer

Plan to replace/ Upgrade
Current All in one mixer (Sony Anycast) Analog and was purchased in 2008. This model can not be upgraded to HD. It is getting a lot of wear and tear and is integral to the broadcast of government meetings both at the town hall and Town Meetings from the Hight School. Currently we have to downcover any signal coming from our HD cameras before interface. It would be nice to utilize the full capability of the Canon HD cameras that we have purchased and also eliminate possible weak spot in technology loop.

\$16,000

Town Hall Overhaul (Selectboard Room-2nd floor)

Upgrade equipment in Town Hall second floor Selectboard meeting room.

Upgrade to HD Robo Cams. Existing cameras are analog and cameras are antiquated and becoming finicky. Current Mics are wired and banging on table is transferred to Mics and paper shuffling and tapping is audible.

- Research Wireless voice activated mics to reduce ambient noise.
- Research feasibility of suspending audio from

Explore Option of Stand Alone System

Explore equipment options
New anycast or tricaster can be used here as live mixer. It would be preferable to built a stand alone system that is turn key and requires minimal setup/breakdown.

Station Support:

Budget staffing appropriately and make appropriate modifications as needed

Additional Equipment

Keep Equipment Up to Date
Cycle Office/ editing computers on regular basis
Cycle Cameras/ mics/ misc. equipment on a regular basis



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Equipment Reservations Review

Recent Productions:

- Pumpkinfest
- Spring Parade 2015
- As you Write It (Senior Center)
- Local Yokels
- Black History Week
- Trick or Treat Montague
- Montague Congregational Church (4)
- It's wonder Night
- Third Thursday
- Cinderella
- Free Spirits Q&A
- Dodge & Donuts
- Lenny Zarcone
- Ed Gregory (Dams)
- Traveling Rhubarb
- How to Make a Video
- Veterans Day
- Rolling Thunder
- Perspectives 1 and 2
- How to make a Scarecrow
- Fashion Show
- Welcome Yule
- CPR Training
- Crazy Diamond Concert
- Invasive Species
- TFHS Football (Cathedral, Athol, Easthampton, Pioneer, Mohawk, Frontier)
- TFHS Basketball (Athol, Belchertown)
- TFHS Hockey (Saint Marys, Chicopee)
- TFHS Girls Basketball (St. Marys, Athol, Greenfield)
- Special Town Meetings
- GMRSD Meeting (Hillcrest, Sheffield, Gill)
- Senior Center Feasibility Study
- 1696 Informational
- Taking the Mystery out of Wine
- Selectboard Meetings
- Cable Advisory Committee Meetings
- Finance Committee Meeting
- Selectboard Candidates Debate
- Meet The Candidates Round 1 (Safety Complex)
- Meet The Candidates Round 2 (Safety Complex)
- Town Meeting 5/2/15
- Special Town Meeting in February
- Pipeline Meeting 4/23/15

	Equipment Reservations					
	2010	2011	2012	2013	2014	2015
Quarter 1	33	20	16	27	26	49
Quarter 2	27	12	31	25	39	
Quarter 3	23	11	30	25	18	
Quarter 4	12	15	21	18	45	



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11:40 AM
04/26/15
Accrual Basis

Montague Community Cable, Inc.
Profit & Loss Budget vs. Actual
January through March 2015

	Jan - Mar 15	Budget	\$ Over Budget
Income			
Cable Access Income	31,096.61	30,500.00	596.61
Interest Income	9.51	9.00	0.51
Total Income	<u>31,106.12</u>	<u>30,509.00</u>	<u>597.12</u>
Expense			
ADMINISTRATION			
Bank Service Charges	9.60	21.00	-11.40
Travel & Mileage Reimbursement	0.00	90.00	-90.00
Bookkeeping	975.00	975.00	0.00
Insurance			
Insurance -Commercial Property	798.00	750.00	48.00
Insurance D&O	0.00	0.00	0.00
Insurance- Business Liability	0.00	700.00	-700.00
Total Insurance	<u>798.00</u>	<u>1,450.00</u>	<u>-652.00</u>
Advertising	113.05	75.00	38.05
Fundraising Expense	0.00	75.00	-75.00
Office Supplies/Expenses	190.38	390.00	-199.62
Postage	0.00	9.00	-9.00
Staff Development	0.00	450.00	-450.00
Professional Fees			
Annual Review/ Taxes	0.00	0.00	0.00
Total Professional Fees	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total ADMINISTRATION	<u>2,086.03</u>	<u>3,535.00</u>	<u>-1,448.97</u>
PROGRAM			
Program Expenses	199.00	180.00	19.00
Field Support	140.00	225.00	-85.00
Website Admin.	0.00	225.00	-225.00
Equip. Repair & Maint.	0.00	600.00	-600.00
Office Support	0.00	330.00	-330.00
Video Equipment	22.95	900.00	-877.05
Dues & Subscriptions	0.00	90.00	-90.00
Total PROGRAM	<u>361.95</u>	<u>2,550.00</u>	<u>-2,188.05</u>
BUILDING & PROPERT			
Telephone/ Internet	299.16	450.00	-150.84
Utilities - Alarm	75.00	75.00	0.00
Utilities - Power	613.32	660.00	-46.68
Rent / Mortgage	3,105.00	3,150.00	-45.00
Maintenance	0.00	90.00	-90.00
Total BUILDING & PROPERT	<u>4,092.48</u>	<u>4,425.00</u>	<u>-332.52</u>
PAYROLL			
Tech/Program Services			
Editing	270.00		
Mic Runner	120.00		
Camera	270.00		
Tech Directing	95.00		
Setup/Rigging	115.00		
Tech/Program Services - Other	0.00	5,250.00	-5,250.00
Total Tech/Program Services	<u>870.00</u>	<u>5,250.00</u>	<u>-4,380.00</u>
Station Manager 30 hrs	8,996.40	10,670.40	-1,674.00
Employer Taxes	1,118.34	1,950.00	-831.66
Workers Comp.	0.00	150.00	-150.00
Health Ins./ Retirement	830.75	951.00	-120.24
Total PAYROLL	<u>11,815.50</u>	<u>18,971.40</u>	<u>-7,155.90</u>
Total Expense	<u>18,355.96</u>	<u>29,481.40</u>	<u>-11,125.44</u>
Net Income	<u>12,750.16</u>	<u>1,027.60</u>	<u>11,722.56</u>