

MONTAGUE COMMUNITY CABLE INC.
ANNUAL REPORT January 1, 2016 - December 31, 2016

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 2016 MCTV continued to provide stipends to local producers. This resulted in 225 local productions being uploaded to our vimeo account. Currently we have over 1000 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, Matt Desriuuisseau, Julian Lowenthal, Paul Root, Dianne Video, Dyanna Miller, Ray Sebold.

Some Local Production highlights are. A celebration of Frank Abbandanzio, Fashion Show at the Shea, Gill Montague Bridge Ribbon Cutting Ceremony, Skate Park Dedication, Mascot Forum, TFHS Softball Championship, TFHS Boys Football Championship, Park Glider Dedication, Black History Month, Pumpkinfest.

Description of outreach presentations, mailings, surveys and results:

Weekly Newsblast continues to highlight our activities on a weekly or biweekly schedule. Our commitment to the “Show up” strategy continues to result in requests for our services both from this communities organizations and other communities. Parks, and Rec., Town of Erving, Skate Park Association, GMRSD Administration. Greenfield Savings Bank, Riverculture, etc. represent a sampling.

Description of training:

Bret Leighton continues to collaborate with producers as needed. His basic editing workshops have benefited a variety of producers this year. This assistance helps others to hone their skills and in some cases become self supporting. Dianne Video, Dyanna Miller and Julian Lowenthal, Carlos Anderson, Timothy Haley are just some of the producers that have benefited from Bret's guidance

Staff and trained volunteers continue to provide basic camera operation to all those interested in producing shows.

Underwriting:

The station has not been involved in any underwriting during 2016.

Description of facility and equipment use:

2016 Stats: Equipment Reservations: 191 Facilities Reservations: 160

2015 Stats: Equipment Reservations: 229 Facilities Reservations: 145

Current Inventory: **Available upon request**

Equipment Retired: None This Year.

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.

Castus Server was purchased and installed in mid November. We Currently are running parallel systems during training and development of a switch over plan to this new server. We identified the need for purchase of a data recovery software. Station Manager has been conducting a demo of the Data-Video HS-1200 portable Mixer in the field.

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, Planter Committee, Annual and Special Town Meetings, and other meetings by request. MCCI Continued collaboration with Gill-Montague Regional School District to air live school committee meetings expanded this year to to include coverage of The Mascot Public Forums. The station manager has been involved in Discussion with School committee and Superintendent concerning development of a comprehensive strategy to move the school committee from the shared studio/classroom to a dedicated space.

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.

2016 Stats:

Local Programming: 4834 Hours

Imported Programming: 2359 Hours

Government Programming: 1014 Hours

2015 Stats:

Local Programming: 4679 Hours

Imported Programming: 2705 Hours

Government Programming: 1529 Hours

Attachment II is a list of locally produced content.

Current Staff:

Station Manager:

- During 2016 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 2016, the board has continued it's quarterly meetings and added food to the meeting agenda! This has improved board attendance at our meeting. We've also started working with Leaders on Board, a pilot program of Leadership Pioneer Valley that host "matchmaking" events where No Profit boards mingle with persons interested in volunteering their time, object: Membership! As a result, we have a potential new member for the MCCI board. We have also added software to our website that will simplify the posting of our agendas and streamline meeting notifications. This will allow us to create an expanded notification list and provide everyone with information about meeting content which we hope will increase attendance by station members and local producers.

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 organi-

zations, 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 2016 BUDGET

ATTACHMENT II LOCAL PROGRAMMING

Locally Produced Programming 2016

Attachment II

Government Meetings

Selectboard (41)

Finance Committee (23)

Cable Advisory Committee (5)

Special Town Meeting (2)

Annual Town Meeting (1)

Broadband Committee (4)

GMRSD (20)

GMRSD Mascot Forum (6)

Planter Committee (2)

Battlefield Forums (2)

Town Admin. Interviews (2)

Tax Collector Interviews (2)

Water Treatment Interviews (2)

EDIC (1)
Gill Selectboard (21)
Gill Town Meeting (1)
Gill Special Town Meeting (1)

Locally Produced Content

Pumpkinfest 2016
Welcom Yule
It's A Wonderful Night
Veteran's Day
Honoring Frank Abbandanzio (Discovery Center)
T.Falls vs Pioneer Football Game
T.Falls Vs Mt.Greylock (Adams College)
T.Falls vs Wayland (Leomenster)
Fashion Show at the Shea Theater
Veteran's Benefits (Greenfield Savings Bank)
A Quabbin National Park
Paper Logic Tour
Powers Block
Coffeehouse (5)
Carls W. Anderson (10)
History of Cabot Station
Full Moon Girls
Erving Riverfront Park Ceremony
Gill-Montague Bridge Ribbon Cutting Ceremony
Alladin
Kelsey Belleau
Drone Station ID footage
Common People Concerts in Gill (5)
Carribbean Heritage
Skatepark Dedication Ceremony
Tieray Dance at Avenue A
Mutton and Mead
T.Falls Girls Softball State Champs (Worcester State)
Val's Valley View Episode 2
Western Mass Brass Band
Montague Center Memorial Day
Memorial Day in Turners Falls
Park Glider Dedication Ceremony
Renewables Are Ready
GCC Spring Dance Recital
Erving Library Proposal
Bret Leightons Highlight Reel
Immigrant Voices
Center School Variety Show

Montague Congo Church (4)

Dodge and Donuts

Battlefields Presentations

What's going On

Black History Month Kickoff Ceremony

Black History Month Vienna Carroll

Black History Month Art Lecture

Opioid Task Force

Northern Roots

How Solar Energy Benefits

Nolumbeka Presentation at Greenfield Savings Bank

Perception

Circles in Stone