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MONTAGUE COMMUNITY CABLE INC.
ANNUAL REPORT January 1, 2019 - December 31, 2019

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. We also offer the community a range of production services to record local meetings and events- from full equipment, staffing and production to simple technical assistance-including all necessary training. 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.

Content:

During 2018 MCTV continued to employ local producers. This resulted in 235 local productions being uploaded to our Vimeo account. Currently we have over 1500 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, Hannah Brookman, Joel Paxton and Michael Smith.

Some local production highlights from this year are the Great Falls Festival, Making African Dolls, National School Student Walkout, Honoring Frank

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Abbondanzio, LaDama at the Shea, Vern's Valley Variety 1 & 2, Fashion Passion, Jo Comerford Speaks at FCCPR Meeting, Franklin First Candidates forums, MCSW Hearing on Women and Girls Issues, Fairy House Day on Avenue A and Christmas in July, Welcome Yule, Great Falls Harvest Fest, Cider Days, It's a Wonderful Night.

This year's upgrade to a Castus Broadcast Server allows us to upload files in a multitude of formats instead of having to convert files or upload them by playing them into the old server. This saves hours of staff time and equipment availability with each upload.

Our content for the last two years is broken down on the following table in total hours of original content separated into basic categories (i.e., first-run government; first-run public; local; out of town). This breakdown differs from the past reports generated by our recently replaced broadcast server and was achieved by analyzing the Vimeo archive. (We can generate this comparative analysis back to the beginning of our use of the Vimeo application.). To demonstrate how these yearly aggregates translate into weekly programming, we have included the "typical" breakdown of a week's programming by origination. The number of videos uploaded to Vimeo represents the total number of individual events recorded in the local government and public categories, combined, as opposed to the combined length of those videos. The difference between the aggregate local results of this new breakdown format and the aggregate local results of the reports from the retired server equals, roughly, the volume of repeated playings of local video recordings.

Description of facility and equipment use:

2019 stats: Equipment Reservations: 337

Facilities Reservations: 102

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2019

First Run Government:

199 Hours (48 Hours are GMRSD Meetings)

First Run Public:

107 Hours

2018

First Run Government:

206 Hours (45 Hours are GMRSD Meetings)

First Run Public:

72 Hours

Weekly Programming Breakdown:

Local: 127 Hours

Out of Town: 41 Hours

269 Videos Uploaded to Vimeo During 2019

Public: 146 Videos

Government: 123 (21 GMRSD)

235 Videos Uploaded to Vimeo During 2018

Public: 106

Government: 129 (26 GMRSD)

Outreach:

MCCI has employed a wide range of outreach strategies and activities over our years of service, from mailings and advertisements, to the soapbox derby, to the literal employment of an Outreach Coordinator. Through it all, we made a lot of new friends but didn't see much of a return in the form of video content or increased participation (derby footage notwithstanding...). Currently, we continue to send out our weekly news blasts and share our station news with The Montague Reporter, but we focus most of our outreach energy on networking and sending our crews out to record meetings and events. In 2018, MCTV's collaboration with the following entities resulted in local content for our community.

Town of Montague

Selectboard

Finance Committee

Town Clerks Office

Zoning Board of Appeals

Planning Board

DPW

Parks and Recreation

Montague Tree Advisory Committee

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Montague Tree Warden
Millers Falls Village Center Strategic Planning Committee
Rivers Edge Cycling
Police Department
Fire Department
Riverculture
Twin Cities Project
Frontier Cable Access
Greenfield Media
Greenfield Savings Bank
Shea Theater
Carnegie Library
Nolumbeka Project
Food Bank of Western MA
Public Policy Task Force in Franklin County
Root Yoga
WestMass Brass Band
Greenfield Community College
Great Falls Discovery Center
Gill Montague Regional School District
Eggtooth Productions
Montague Congo Church
Montague Community Band
Franklin County Continuing The Revolution
Montague Catholic Social Ministries
Montague Business Association
Cider Days
Franklin Regional Transit Authority
Franklin County Chamber Of Commerce
Laudable Productions
Department of Conservation and Recreation
Fab Fashion Passion
United Arc
Harmon Personnel Services
Northfield Mountain Recreation
Senior Center
Mutton & Mead
Knighton Guild
Opiod Task Force
Montague Common Hall

TRAINING

The standard AMO approach to training local producers- 6 to 8 weeks on a set schedule covering everything from lighting to editing- doesn't serve our community. Indeed, because MCTV can provide the full range of technical support for local meetings and events, some producers will require no

- training, at all. For the rest of our producers, we can provide individual, hands on training in the tools and techniques they will need for their particular productions, when and where they need it (subject to practical limitation...). All producers are trained on any equipment they want to sign out for use in their productions. It should be noted that the producers we train are often then hired by MCTV to work on other station productions, which provides experience and further training while creating even more content!

FISCAL MANAGEMENT:

One of our first and best deliberations, upon regaining the Montague public access contract, was to secure the services of a business manager, The Brick House' Michael Bosworth. He installed high quality, financially conservative business practices for us that have been fundamental to our robust sustainability. During the years of our collaboration, we adopted sound accounting practices; established clear and secure purchasing procedures; engaged an auditing and tax accountant with specialization in non-profits; and mandated a minimum liquidity standard whereby we maintain a balance of operating funds never lower than the equivalent of two months operating expenses. We also have a long standing and regular relationship with a local bookkeeper of high repute.

The organization-wide adherence to these practices and investment in these intrinsic relationships has enabled us, over the years, to accrue a six month operating cushion in addition to a substantial reserve.

In accepting the PEG Access assignment from Montague, MCCI embraced a fiduciary responsibility to the Town and citizens of Montague. Central to meeting that responsibility is financial transparency in managing MCTV's resources. Pursuant to our contract with the Town, MCCI submits quarterly financial reports and a complete annual report. These documents, our budget, our profit and loss statements, our balance sheet and all our board minutes are available to the public on our website at Montagutv.org. We also share our tax return and independent financial audit with the Town each year. The following yearly financial reports show that MCCI is healthy, sustainable and continues to apply our founding practices. Our operational assumptions were good across the board and we saved a little

- money. One takeaway is the indication that we are nearing 90% of our budgeted production capacity (total tech/prog services), but there is room in the budget to expand that capacity (\$9,200 in net ordinary income, for starters, subject to further discussion...). A pretty standard year:

CAPITAL ASSET AND EQUIPMENT MANAGEMENT:

In addition to providing unobstructed access to our financial trail, MCCI's fiduciary responsibility to the Town and to our community includes responsible and productive capital asset and equipment management. When developing any capital plan or committing any capital resources, we seek Town input. We don't proceed with any capital plan unless it has been reviewed and approved by the CAC. Below is the report for our capital equipment account from 2016, the year of the first capital payment received under the new contract (and the first in almost ten years) to the present. The income payments are capital specific funds from Comcast. The expenses marked DNR are related to the Selectboard room upgrade in 2017. The 2018 activity was minimal.

The 2018 expenses in the capital equipment account were equipment related and were not strategically significant. below is our equipment inventory which lists our equipment divided into categories by location (town hall) or sub-location (broadcast rack; editing). We're tracking retired equipment (of significance) back to 2010, as noted in the status column.