

Montague Community Cable News

March 2012



Montague Community Cable, Inc. • 34 Second Street, Turners Falls, MA 01376 • 413-863-9200

Montague Community Cable, Inc.

Mission: Access to Community Media

What is the difference between MCCI and MCTV? For 20 years, Montague Community Cable, Inc., or MCCI, has provided access to community media. MCCI is a non-profit 501(c)(3) corporation based in Montague and registered with the Commonwealth of Massachusetts; its board of directors supervises a staff of 3 and oversees operations. The Town of Montague awarded MCCI a contract to operate and manage the public access channel for cable subscribers in the town, which MCCI does as Montague Community Television (MCTV). MCCI is responsible for running MCTV in a way that provides the tools of modern, electronic mass communication to the public and makes these tools easy and convenient to access and use.

MCCI encourages all citizens, organizations and institutions in the broadcast viewing area to produce and be involved in quality television programming by and for this community. MCCI provides free training, free equipment, and outreach to recruit volunteers and organization participation. For those in town and around the world who do not subscribe to Comcast cable inside the town of Montague, MCCI offers MCTV's local programs online via a new subscription to Vimeo, allowing citizens to keep up with current events and town government. MCCI seeks to expand its physical facilities in order to offer more education and production services such as more frequent studio and editing classes and camps. MCCI is also pursuing becoming a low-power FM radio station provider.

While public access television is primarily funded by cable subscriber fees through the town's cable television agreement with Comcast, MCCI must raise additional funds in order to fulfill its mission including securing sponsorships and underwriting. MCCI runs a popular annual fundraiser each September, the Montague Soapbox Derby, an event that is free

to the public and aired live. The license granted to Comcast by the town expires in August 2013, and the town's Cable Advisory Committee (CAC) will negotiate a new agreement. The CAC has open seats and citizens interested in working on the CAC can contact MCTV for further information.

MCTV Programming and Producer Update

MCTV programming includes 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. MCTV public service announcements have been expanded to include video PSAs, called "Quick Shots," made by appointment. MCTV also includes nationally and regionally produced programs such as Democracy Now, Science Nation and the David Pakman Show. Community producers receive training and production support through their free MCTV membership. These volunteers cover local events and create their own shows. Along with MCTV staff, community producers have made Valley Idol, the Turners Falls Block Party, concerts, art and fashion shows, coffeehouses and lectures available on TV and online.

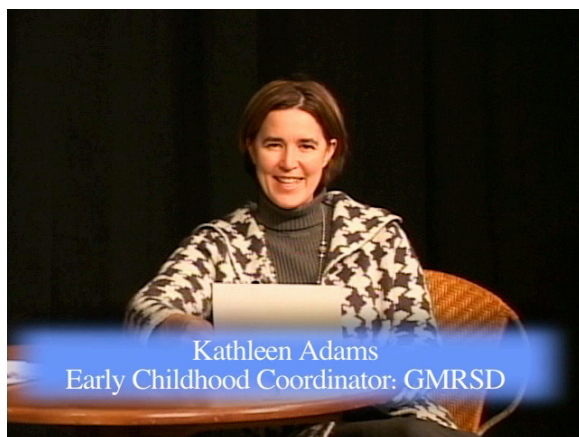


Source: Andrea Nasca Video, "OWS meets OccuNoho on Northeast Solidarity Tour: General Assembly," March 2012

MCCI reaches out to the community to attract viewers to watch programs, find aspiring video crews and producers to become productive members, and recruit board members who can add their expertise to the direction of the station. Members are invited to submit a blurb about their recent productions as well as a related photo to Outreach Coordinator Cindy Tarail, who will create feature stories for the newspaper or this news bulletin. MCCI is also conducting a viewer opinion survey of Montague postal patrons and Montague Reporter readers in April to learn whether and how much they watch MCTV, what kind of TV programs they usually watch and would like to see aired on Channel 17, and whether they are interested in becoming involved in making television.

New Service: "Quick Shot" PSA's

Technical Coordinator Owen Weaver has been helping members of town government, school staff and organizations to create "Quick Shot" video PSAs. Demand is so great staff advise giving MCTV a month's notice if the PSA is time-sensitive. MCTV's "Quick Shot" is a brief (up to 10 minute) one-person studio appearance produced in the Montague Community Studio at 34 2nd Street in Turners Falls.



Source: MCTV Video PSA, March 2012

The "Quick Shot" service allows people to share their news, information or perspective with a potential audience of over 3,000 cable subscribers and the online viewers of MCTV's Internet channel. No studio production training is necessary.

To view examples of video PSAs, visit MCTV online at: <http://vimeo.com/mctvchannel17>

Any resident of Montague, Gill or Erving, or someone who works or volunteers in these towns, is welcome to sign up. Minors (under 18) need parental permission. Representatives of organizations, town government, and businesses can also sign up for appearances. In some circumstances, Owen may be able to incorporate a shot of a poster or piece of artwork, play a CD or videotaped segment, or include a logo. These arrangements must be requested and approved in advance by staff.

MCCI Board News

The MCCI board meets on the last Wednesday of each month at the station from 6:00 to 7:30 or 8:00 PM. Currently, Anne Harding, Michael Langknecht, Mik Muller, Donna Festinger and Charles Kelley make up the board. The board welcomes new members from the cable broadcast areas of Montague, Gill and Erving. In addition to overseeing regular operations, the board is preparing a proposal to remodel the Cumberland Farms building on Avenue A into a media and cultural center housing MCTV, Turners Falls RiverCulture, and the Montague Business Association. The building would provide MCCI with a larger facility for the MCTV station including a studio with a dedicated stage, meeting and office space, an editing suite and, as mentioned above, space to hold classes and individualized instruction.

Montague Community Cable News welcomes contributions from members of MCTV, the Cable Advisory Committee and the general public. Contact Cindy Tarail, Outreach Coordinator, at 863-9200 or outreach@montaguetv.org for more information.

