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**MONTAGUE COMMUNITY CABLE INC.**  
**ANNUAL REPORT January 1, 2018 - December 31, 2018**

**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:

2018 stats: Equipment Reservations: 226

Facilities Reservations: 85



**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

235 Videos Uploaded to Vimeo During 2018

Public: 106 Videos

Government: 129 (26 GMRSD)

**2017**

**First Run Government:**

195 Hours (63 Hours are GMRSD Meetings)

**First Run Public:**

79 Hours

231 Videos Uploaded to Vimeo During 2017

Public: 96

Government: 135 (30 GMRSD)

**Government Meetings**

Selectboard (40)

Selectboard DPW Informational (2)

Finance Committee (23)

GMRSD (27)

Cable Advisory Committee (1)

Special Town Meeting (3)

Annual Town Meeting (1)

GMRSD Mascot Meeting (1)

Gill Selectboard (24)

Gill Annual Town Meeting (2)

Gill Special Town Meeting (2)

DPW Forums (2)

School Committee Candidates Forum (1)

Planning Board Marajuana

Zoning Bylaw Change Public Forum

Building Inspector Candidates Interviews

Finance Committee and GMRSD

Turners Falls Fire District Annual Meeting

Turners Falls Fire District Special Meeting

First Franklin District Climate Change Forum

Food Justice and Health Equity 1st Franklin Forum

Hampshire Franklin Worcester District Candidates Forum

MCSW Public Hearing on Women's and Girls Issues



**Locally Produced Content:**

Great Falls Festival  
GSB Play dough  
Bellas Bartok  
Norther Root  
Making African Dolls  
Carlos W. Anderson (5)  
An Organic Resolution  
GSB Safety Bleeding Control  
National School Student Walkout  
Silenced Movie Trailer  
GSB Irish Music  
MTV 3 Julian  
US Foreign Military Base Contamination  
Lui Collins (Coffeehouse)  
Messier Mantra Interview  
Arbor Day  
Eric Grab Art Opening  
Change is Mild  
Toto The Tornado Kitten  
Karl & Mr Drag  
Honoring Frank Abbondanzio  
The Pass  
Pioneer Valley Symphony Orchestra  
Abandon Dream Liz Durette  
Ukulele Scramble  
Hill Town Youth Workshop  
The Skate Show  
Memorial Day  
Fish Printing  
GSB The Minis  
Abandon Dream Frank Hurricane  
From Walt From Me To You  
TF Softball Celebration Parade  
LaDama  
West Mass Brass Band  
Fab Fashion Show  
Abandon Dream Danny  
Abandon Dream Viewer  
Bell Tower Restoration in Lake Pleasant  
The Minis  
Fanfare Brass Choir  
Common People Concert Pat & Tex Lamountain  
Gill Historical Exhibit  
System Change



Northern Roots Presents Knodson  
Gill 225h Anniversary and Pig Roast  
GSB Diemand Farm  
Founder at Antenna Cloud Farm  
Christmas in July  
Earthman Viewer  
Vern's Valley Variety One  
Irwin Reese, Tenor & Julia Bady, Piano  
A Most Beautiful Picnic  
Pickling In The Park  
Shadow Puppets  
TF vs Lee Football  
TF vs Greenfield Football  
TF vs McCann Football  
TF vs Easthampton Football  
Turkey Football Game  
Butterfly Event at GFDC  
Fairy House Day on Avenue A  
The Snow Maiden  
Exploded View  
GSB Angel Fyre  
Rose Cora Perry and Untold Truth  
History of the Pioneer Valley Association  
Gangley Heart at Hawks & Reed  
Pumpkin Fest  
Fashion Passion  
Vern's Valley Variety 2  
3rd Annual Migration Festival  
Sustainability Fair  
Talkin Turkey With Tessa  
Johny Rogers Interdisciplinary Musical Performance  
Rag Shag Parade  
Jo Comerford Speaks at FCCPR Meeting  
A Natural Concert Band  
Great Falls Festival  
Cider Days  
Veteran's Day  
Looky Here Presents  
Earth  
Beaver Moon Gathering  
Abandon Dream Jennifer Gelineau  
Avenue of Flowers  
Sonya Lamonakis Day  
Giving Tuesday Root Yoga  
MCB Thanksgiving Concert



Montague Community Band Holiday Concert  
Welcome Yule  
WMB at Armory  
Abandon Dream Laurie McNamara  
GSB Origami with Mike Naughton  
Wonderful Night in Turners Falls  
The Holiday Spectacular  
It's A Wonderful Night for the Birds

## **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  
Zoning Board  
Planning Board  
DPW  
Parks and Recreation  
Police Department  
Fire Department  
Riverculture  
Easthampton Media  
Frontier Cable Access  
Hadley Media  
Greenfield Media  
Brick House  
Greenfield Savings Bank  
Shea Theater  
League of Women's Voters  
Mass Commission on Status of Women  
Hampshire Franklin Com. On Status of Women

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Carnegie Library  
Nolumbeka Project  
New England Peace Pagoda  
Food Bank of Western MA  
Public Policy Task Force in Franklin County  
Root Yoga  
Greenfield Community College  
Great Falls Discovery Center  
Gill Montague Regional School District  
Diemand Farm  
Eggtooth Productions  
Montague Community Band  
Franklin County Continuing The Revolution  
Montague Catholic Social Ministries  
The Guatamala Art & Cultural Connection  
Montague Business Association  
Cider Days  
Franklin County Chamber Of Commerce  
Hilltown Youth  
Fab Fashion Passion  
Traprock Center  
Northfield Mountain  
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!

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## **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](http://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



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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.