

**From:** Mike Langknecht mikelangknecht@gmail.com  
**Subject:** Re: Letter to the Board  
**Date:** August 23, 2019 at 1:58 PM  
**To:** Hannah Brookman hannahbrookman@gmail.com, Michael Smith smithmike3875@gmail.com  
**Bcc:** deirdrep803@gmail.com

ML

Hannah! Mike!

It is my pleasure to reply, on behalf of the board, to your letter of 8/21/19. We indulged in a lively discussion at last night's board meeting of your many recommendations! You will be hearing from Deirdre- if you haven't, already- that the board is in full support of the logistical suggestions, which can be actualized without board action or interference, within the current budget and operating plan. We are also eager to explore with you your larger, programmatic ideas, and hope you will accept our invitation to be part of the agenda for the next board meeting, on September 19th. Waddaya say?  
MJL

On Wed, Aug 21, 2019 at 7:16 PM Hannah Brookman <[hannahbrookman@gmail.com](mailto:hannahbrookman@gmail.com)> wrote:

Hello Mctv board!

Mike and I have been talking about a lot of different ideas that we would like to help implement at the station, especially in light of the recent budget cut from the FCC.

First, we propose to transition the stations streaming service from Vimeo to YouTube. Youtube is free to use and does not have a weekly upload quota like Vimeo does. We can also link this to [archive.org](http://archive.org), which is a free nonprofit website that archives the internet. Videos are accessible to anyone and are easy to download. We would not have to worry about our Vimeo getting flagged and our account getting shut down, which has been a recent scare.

We are not clear on what the Mctv station budget is or how exactly the new take on the 5% FCC gives us will affect our budget, but we are willing to assist in fundraising campaigns. We believe that we can get community support for this station in a number of ways: corporate underwriting from the local banks and businesses, soliciting public and private grants and donations, and partnering with other community resources that share similar missions such as the Montague Reporter, Fastlights Lighting Studio, the Franklin County Tech School and Turners Falls High School.

We would also like to bring in more attention and interaction with the station. We appreciate the current film festival that you have organized and are willing to help with more events and activities that showcase the benefits of our community access station. We have brainstormed about after school programs either at the station or at schools, film clubs, editing and camera tutorials, music video nights (possibly partnering with The Rendezvoo for a screening party), and encouraging and supporting more locally made content and local news coverage.

I recently completed and aired my children's tv show that I have been working on for a couple of years and am now in the process of finding funding for another episode. Last year I won a grant from the Northampton public access station that helped me to fund this pilot. It would be great if Mctv offered a similar resource, or financially supported projects such as these in some way.

We also think the station could really benefit from a subscription to a website that offers a library of royalty free music. My suggestion would be [envatoelements.com](http://envatoelements.com). Adding a simple bed of music underneath a video adds a lot, and could very useful to producers in lots of ways. This also led us to the idea of inviting local musicians to send us music they've created and are willing to share. In exchange we could add their information as a credit at the end of the video their music was used in. I feel like this would be mutually beneficial, and be a unique and cool way to form a bond with the local community. The best way to do this would be to set up a DropBox account for MCTV. We feel that having a DropBox would also be useful for sharing videos with people, as oppose to printing them out a dvd. It would also make it a lot easier for people to send us videos as well.

Mike and I are both very enthusiastic about this station and would love to become more involved, possibly on the board or in other ways that we can. We believe in its value to the community and are willing to work to help it thrive.

Thursday the 22 is my birthday, so I will not be attending this months board meeting, however I would love to meet up another time if possible or to add some of these points to September's board meeting.

Thank you very much for all you do and I look forward to meeting up again!  
Best, Hannah and Mike

