

**MONTAGUE COMMUNITY CABLE INC.
ANNUAL REPORT January 1, 2021 – December 31, 2021**

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:

Despite the ongoing effects of Covid, we were still able to get 246 new programs produced and uploaded to Vimeo. Currently there are over 2278 videos posted on that site. 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 Hannah Brookman, Kat Obrien, Tayler Morgan Jones, Abby Rusk

In 2021, MCTV continued to cover local events, but also collaborated with organizations and individuals to enhance or host of cultural events:

- Soapbox Derby
- Barbes In The Woods 2
- Fashion Show
- Selectboard Candidates Forum

Description of facility and equipment use:

2021 stats:	Equipment Reservations: 158	Facilities Reservations: 62
	2021: 246 Videos Uploaded to Vimeo	Public: 95 Videos
	Government: 151 Videos	

Despite Covid our local vs out of town content that was being broadcast remained consistent with 2021 stats. Thankfully we have a vast reservoir of local content to utilize for programming that spans fifteen years.

Weekly Programming Breakdown:

Local: 136 Hours Out of Town: 33 Hours

Outreach:

MCCI has employed a wide range of outreach strategies and activities over our years of service. 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. 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. 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
 Montague Tree Advisory Committee
 Fire Department
 Greenfield Media
 Shea Theater
 Cielito Lindo
 Food Bank of Western MA
 Nova Motorcycles
 Nina's Nook
 Black Lives Matter Movement Turners Falls
 National Spiritual Alliance
 WestMass Brass Band
 Great Falls Discovery Center
 Eggtooth Productions
 Montague Community Band
 Franklin Regional Transit Authority
 Department of Conservation and Recreation
 Senior Center
 Brick House
 Fab Fashion
 Lovelights
 Montague Reporter
 Holy Trinity-All Church
 Rendezvous
 Skeleton Crew Theater

Parks and Recreation
 Police Department
 Riverculture
 Greenfield Savings Bank
 Carnegie Library
 Nolumbeka Project
 Root Yoga
 253 Farmacy
 Friends of the Coffeehouse
 Musica Franklin
 Young Shakespeare Players East
 Greenfield Community College
 Gill Montague Regional School District
 Montague Congo Church
 Montague Catholic Social Ministries
 Franklin County Chamber Of Commerce
 Northfield Mountain Recreation
 Looky Here
 Opioid Task Force
 Franklin County Varsity Sports
 Rod & Gun Club
 Montague Bookmill
 Salasin Center
 Great Falls Harvest

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. That being said MCTV can provide the full range of technical support and training for local meeting and events. Some producers will require no training at all. Others we tailor our training and support to meet the individual producers needs.

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.

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.

MCTV 2021 GOVERNMENT PROGRAMMING

Selectboard Meeting 1/4/21	Finance Committee Meeting 1/6/21
Selectboard Meeting 1/19/21	Finance Committee Meeting 1/13/21
Selectboard Meeting 1/25/21	Finance Committee Meeting 1/27/21
Selectboard Meeting 2/1/21	Finance Committee Meeting 2/3/21
Selectboard Meeting 2/8/21	Finance Committee Meeting 2/10/21
Selectboard Meeting 2/22/21	Finance Committee Meeting 2/17/21
Selectboard Meeting 3/8/21	Finance Committee Meeting 2/24/21
Selectboard Meeting 3/15/21	Finance Committee Meeting 3/3/21
Selectboard Meeting 3/22/21	Finance Committee Meeting 3/10/21
Selectboard Meeting 3/29/21	Finance Committee Meeting 3/17/21
Selectboard Meeting 4/5/21	Finance Committee Meeting 3/24/21
Selectboard Meeting 4/12/21	Finance Committee Meeting 3/31/21
Selectboard Meeting 4/19/21	Finance Committee Meeting 4/14/21
Selectboard Meeting 4/26/21	Finance Committee Meeting 4/28/21
Selectboard Meeting 5/3/21	Finance Committee Meeting 5/19/21
Selectboard Meeting 5/10/21	Finance Committee Meeting 6/9/21
Selectboard Meeting 5/17/21	Finance Committee Meeting 7/7/21
Selectboard Meeting 5/24/21	Finance Committee Meeting 7/21/21
Selectboard Meeting 6/7/21	Finance Committee Meeting 7/28/21
Selectboard Meeting 6/14/21	Finance Committee Meeting 8/4/21
Selectboard Meeting 6/28/21	Finance Committee Meeting 8/11/21
Selectboard Meeting 7/12/21	Finance Committee Meeting 8/23/21
Selectboard Meeting 7/26/21	Finance Committee Meeting 9/8/21
Selectboard Meeting 8/9/21	Finance Committee Meeting 9/15/21
Selectboard Meeting 8/23/21	Finance Committee Meeting 9/22/21
Selectboard Meeting 8/30/21	Finance Committee Meeting 9/29/21
Selectboard Meeting 9/7/21	Finance Committee Meeting 10/6/21
Selectboard Meeting 9/13/21	Finance Committee Meeting 10/27/21
Selectboard Meeting 9/20/21	Finance Committee Meeting 11/10/21
Selectboard Meeting 9/27/21	Finance Committee Meeting 11/17/21
Selectboard Meeting 10/4/21	Finance Committee Meeting 12/8/21
Selectboard Meeting 10/12/21	Finance Committee Meeting 12/15/21
Selectboard Meeting 10/18/21	GMRSD Meeting 1/12/21
Selectboard Meeting 10/25/21	GMRSD Meeting 1/26/21
Selectboard Meeting 11/1/21	GMRSD Meeting 2/9/21
Selectboard Meeting 11/8/21	GMRSD Meeting 2/23/21
Selectboard Meeting 11/15/21	GMRSD Meeting 3/9/21
Selectboard Meeting 11/22/21	GMRSD Meeting 3/23/21
Selectboard Meeting 11/29/21	GMRSD Meeting 4/13/21
Selectboard Meeting 12/6/21	GMRSD Meeting 4/27/21
Selectboard Meeting 12/13/21	GMRSD Meeting 5/19/21
Selectboard Meeting 12/20/21	GMRSD Meeting 5/25/22
Special Town Meeting 2/25/21	GMRSD Meeting 6/8/21
Special Town Meeting 10/16/21	GMRSD Meeting 6/22/21
Annual Town Meeting 5/22/21	GMRSD Meeting 7/13/21
STRPB Meeting 11/18/21	GMRSD Meeting 7/27/21
STRPB Meeting 11/22/21	GMRSD Meeting 8/10/21
Selectboard Candidates Forum 9/16/21	GMRSD Meeting 8/24/21
Gill Selectboard Meeting 1/4/21	GMRSD Meeting 9/14/21
Gill Selectboard Meeting 1/19/21	GMRSD Meeting 9/28/21
Gill Selectboard Meeting 2/1/21	GMRSD Meeting 10/12/21
Gill Selectboard Meeting 2/16/21	GMRSD Meeting 10/26/21
Gill Selectboard Meeting 3/1/21	GMRSD Meeting 11/9/21
Gill Selectboard Meeting 3/15/21	GMRSD Meeting 11/23/21
Gill Selectboard Meeting 3/29/21	GMRSD Meeting 12/7/21

<p>Gill Selectboard Meeting 4/12/21 Gill Selectboard Meeting 4/26/21 Gill Selectboard Meeting 5/10/21 Gill Selectboard Meeting 5/17/21 Gill Selectboard Meeting 5/24/21 Gill Selectboard Meeting 6/1/21 Gill Selectboard Meeting 6/7/21 Gill Selectboard Meeting 6/14/21 Gill Selectboard Meeting 6/21/21 Gill Selectboard Meeting 7/6/21 Gill Selectboard Meeting 7/19/21 Gill Selectboard Meeting 8/2/21 Gill Selectboard Meeting 8/9/21 Gill Selectboard Meeting 8/16/21 Gill Selectboard Meeting 8/30/21 Gill Selectboard Meeting 9/13/21 Gill Selectboard Meeting 9/27/21 Gill Selectboard Meeting 10/12/21 Gill Selectboard Meeting 10/25/21 Gill Selectboard Meeting 11/8/21 Gill Selectboard Meeting 11/22/21 Gill Selectboard Meeting 12/6/21 Gill Selectboard Meeting 12/13/21 Gill Selectboard Meeting 12/20/21 Gill Annual Town Meeting 6/26/21</p>	<p>GMRSD Meeting 12/21/21 Airport Commission Hearing 1/19/21 AC Purchase Pioneer Aviation Hearing 1/21/21 Board of Health Meeting 4/21/21 Police Equity and Use of Force 1/7/21 Police Equity and Use of Force 1/14/21 Police Equity and Use of Force 2/11/21 Police Equity and Use of Force 3/4/21 Police Equity and Use of Force 3/11/21 Police Equity and Use of Force 3/18/21 Police Equity and Use of Force 3/25/21 Police Equity and Use of Force 4/8/21 Police Equity and Use of Force 4/15/21 Police Equity and Use of Force 4/22/21 Police Community Engagement 1/6/21 Police Community Engagement 1/13/21 Police Community Engagement 1/27/21 Police Community Engagement 2/3/21 Police Community Engagement 2/10/21</p>
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MCTV 2021 LOCAL PROGRAMMING

<p>49th annual Thanksgiving Festival 8th Annual Nolembeka Festival-Tribal Singers Bad News Jazz In Erving Barbes In The Woods-Arooj Aftab Barbes In The Woods-Berkshire Bateria Barbes In The Woods-BigYuki Barbes In The Woods-Garth Stevenson Barbes In The Woods-Kaleta and Super Yamba Barbes In The Woods-Liraz Barbes In The Woods-Los Compleanos Barbes In The Woods-Mamie Minch Barbes In The Woods-Shirine Saad Barbes In The Woods-Son Rompe Pera Bitter Sweet Feast Buckingham Rabbits-Saturday Afternoon Show Christmas In July Day Of Remembrance Exploded View-Maintenance and Repair Fab Four Sidewalk Runway Fashion Show Fanfare Brass Christmas in Monson Fanfare Brass Ensemble in Hatfield Farmers Market Focus Locus-The Lovelights Franklin County Fair Free Afternoon With Nina Rossi Great Falls Festival Home Body and Holy Basil Honoring The Land, Protect Our Trees and Water Huevos II/Apie/Bridge of Flowers Importance of Being Earnest In Open Studio with John Landino John Doe Window Dressing #3 Lovelights at Winton Prouty Nolumbeka Festival-Mishoon Project Northern Roots Paper Bag Bandit At Home Episode One Paper Bag Bandit At Home Episode Two Play On Salvation Army Band-Manchester Citadel She Said Skeleton Crew Theater Soapbox Derby Spinner Park Sculpture Rededication Ceremony Still Romantics Stuffed Animal Playing Soccer Swanson Trash Rich Fashion Show The Best of Summer</p>	<p>Abdul Baki New Releases Emily Young Ghost Hunting in Gill Fabrics Cool-Crispina Part 1 Fabrics Cool-Crispina Part 2 Fabrics Cool-Last Dance Part 1 Fabrics Cool-Last Dance Part 2 Fabrics Cool-My Favorite Things Part 1 Fabrics Cool-My Favorite Things Part 2 Fabrics Cool-Swansons World Fabrics Cool-Tailoring With Janet Part 1 Fabrics Cool-Three in One Fourth At Unity Park-1951 Gangdam Style Jack Trombi GMRSD Nurses Cove Final Gus Bierthday Extravaganza Cece Woods Haunting and Hoax Adeline Riley Hide and Seek Forgetfulness Kaylin Voudrin Lucky You Meet The Dairy Goats Haley Randall TFHS Awards Ceremony TFHS Graduation Ceremony TFHS vs Amesbury Championship Softball Game TFHS vs Athol GJV Basketball TFHS vs Franklin Tech JV Volleyball TFHS vs Franklin Tech V Volleyball TFHS vs Frontier BJV Basketball TFHS vs Frontier BV Basketball TFHS vs Frontier JV Volleyball TFHS vs Frontier V Volleyball TFHS vs Greenfield V Volleyball TFHS vs Hopkinton GJV Basketball TFHS vs Hopkinton GV Basketball TFHS vs Mahar BV Basketball TFHS vs Mahar GJV Basketball TFHS vs Mahar GV Basketball TFHS vs Mahar JV Volleyball TFHS vs Mahar V Volleyball TFHS vs Pioneer BJV Basketball TFHS vs Pioneer BV Basketball TFHS vs Pioneer JV Volleyball TFHS vs Pioneer V Volleyball The Drag Sisters-Back Where We Belong The Last Tribe The Mole and Do It Now Tundi Opera at Peske Park Urgent Unity You and Me What You Need To Know About Covid Vaccine</p>
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