

## **Montague Community Cable, Inc. (MCCI)**

MONTAGUE COMMUNITY CABLE INC.

ANNUAL REPORT January 1, 2022 – December 31, 2022

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 202 new programs produced and uploaded to Vimeo. Currently there are over 2511 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, Ben Lombardi-Barrell, Atticus Belmonte, Emma Hurst.

In 2022, MCTV continued to cover local events, but also collaborated with organizations and individuals to enhance or host of cultural events:

- Soapbox Derby
- Shea Theater. The Outerspace Band, Linda Rondstadt Tribute
- Brickhouse: Brickhouse Spooktacular
- Great Falls Festival

Description of facility and equipment use:

2022 stats: Equipment Reservations: 202

Facilities Reservations: 56

2022: 202 Videos Uploaded to Vimeo

Public: 69 Videos

Government: 133 Videos

Despite Covid our local vs out of town content that was being broadcast remained consistent with 2021 stats. Thankfully we have vast reservoir of local content to utilize for programming that spans 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                          | WestMass Brass Band                       |
| Selectboard                               | Greenfield Community College              |
| Finance Committee                         | Great Falls Discovery Center              |
| Town Clerks Office                        | Gill Montague Regional School District    |
| Zoning Board of Appeals                   | Eggtooth Productions                      |
| Planning Board                            | Montague Congo Church                     |
| DPW                                       | Montague Community Band                   |
| Parks and Recreation                      | Montague Catholic Social Ministries       |
| Montague Tree Advisory Committee          | Franklin Regional Transit Authority       |
| Police Department                         | Franklin County Chamber Of Commerce       |
| Fire Department                           | Department of Conservation and Recreation |
| Riverculture                              | Northfield Mountain Recreation            |
| Greenfield Media                          | Senior Center                             |
| Greenfield Savings Bank                   | Looky Here                                |
| Shea Theater                              | Brick House                               |
| Carnegie Library                          | Opiod Task Force                          |
| Cielito Lindo                             | Fab Fashion                               |
| Nolumbeka Project                         | Franklin County Varsity Sports            |
| Food Bank of Western MA                   | Lovelights                                |
| Root Yoga                                 | Rod & Gun Club                            |
| Nova Motorcycles                          | Montague Reporter                         |
| 253 Farmacy                               | Montague Bookmill                         |
| Nina's Nook                               | Holy Trinity-All Church                   |
| Friends of the Coffeehouse                | Salasin Center                            |
| Black Lives Matter Movement Turners Falls | Rendevous                                 |
| Musica Franklin                           | Great Falls Harvest                       |
| National Spiritual Alliance               | Skeleton Crew Theater                     |
| Young Shakespeare Players East            |   |

**TRAINING**

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](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.

#### 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. This year we upgraded school committee meeting room at the high school. The room now has 3 PTZ cameras and HD mixer.

**MCTV 2022 GOVERNMENT PROGRAMMING**

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

Finance Committee Meeting 1/5/22  
Finance Committee Meeting 1/12/22  
Finance Committee Meeting 1/26/22  
Finance Committee Meeting 2/2/22  
Finance Committee Meeting 2/9/22  
Finance Committee Meeting 2/23/22  
Finance Committee Meeting 2/16/22  
Finance Committee Meeting 3/9/22  
Finance Committee Meeting 3/16/22  
Finance Committee Meeting 3/23/22  
Finance Committee Meeting 3/30/22  
Finance Committee Meeting 4/6/22  
Finance Committee Meeting 4/13/22  
Finance Committee Meeting 6/1/22  
Finance Committee Meeting 6/5/22  
Finance Committee Meeting 7/13/22  
Finance Committee Meeting 8/24/22  
Finance Committee Meeting 9/14/22  
Finance Committee Meeting 9/21/22  
Finance Committee Meeting 10/19/22  
Finance Committee Meeting 11/9/22  
Finance Committee Meeting 12/7/22  
Finance Committee Meeting 12/14/22

GMRSD Meeting 11/22/22  
GMRSD Meeting 12/6/22  
GMRSD Meeting 12/20/22  
Board of Assessors Meeting 4/19/22  
Board of Assessors Meeting 7/18/22  
Board of Assessors Meeting 10/18/22  
Board of Assessors Meeting 11/28/22  
Cable Advisory Committee Meeting 4/7/22  
Asst. Town Admin. Interview Walter Ramsey  
Asst. Town Admin. Interview Kevin Flynn  
Canal District Revitalization Plan 7/26/22  
Canal District Revitalization Plan 10/27/22

## MCTV 2022 LOCAL PROGRAMMING

<p>West Mass Brass Band St Mary's          Valley Vaudville Variety Show          Welcome Yule          The Official Lovelights          Rag Shag Parade          Great Falls Festival          After-Glo at Great Falls Festival          Holy Basil at Great Falls Festival          Full Beaver Moon Gathering          Winter Seed Sowing          Linda Rondstadt Tribute with Tristan Mcintosh          The Canal at Montague with Chris Clawson          The Outerspace Band          National Spiritual Alliance 109<sup>th</sup> Anniversary          Brick House Spooktacular          Juggler Meadow Spring Band          Genesis of Turners Falls          6<sup>th</sup> Annual Migration Festival          Attracting Native Pollinators: Just Roots Farm          Attracting Native Pollinators: Astarte Farm          Attracting Native Pollinators: Intros &amp; NRCS          Music in the Park: Caroline Davis/Ramon?Jessica          Power Canal Draw Down          Let Food Be Your Medicine          Regional Student Health Survey          Soapbox Derby          Franklin County Fair Parade          Honoring The Land          Do It Now          Christmas On The River          Hurricane and Homebody          Fun Fest: Abenaki Story Telling &amp; African Dance          Fun Fest: Percussion Duo          Fun Fest: Kaoru Watanabe          Fun Fest: Matan Rubenstein          Fun Fest: Lily Rakia &amp; David Brule</p>	<p>Immigrant Voices          15<sup>th</sup> Annual Family Fishing Day          Vanity Park Festival &amp; Maker's Market          Carlos Anderson: Ancestral Bridges          Carlos Anderson: A Garden Song          Vanity Maker's Market: Jimmy Just Quit          Peskeomskut Noisecapade          Memorial Day Ceremony Montague Center          Memorial Day Ceremony Turners Falls          George F. Bush Unity Park Dedication          The Drag Sisters: Dragspringa          Eggstravaganza          MA Towns Vote to Change State Flag &amp; Seal          Robert Darr West Country Prints          Professor Louie &amp; The Crowmatix          Arbor Day          Four Rivers School Variety Show          Echoes of Floyd          Mud Season: Cloudbelly          Mud Season: Eric Lee          Mud Season: Love Crumbs          Mud Season: Big Fut          Mud Season: Kids Morning          Rough Cut: A Sawmill Tour with Jim Conkey          Tree Pruning          Franklin County Varsity Sports 3/15/22          Franklin County Varsity Sports 2/1/22          The Phantom Of The Opera          New York Staff Band          Story Palooza          Drone For Historical Archive          Discovery Shenyun          Join MCTV Promo</p>
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