

REPORT OF THE PEG ACCESS DEPARTMENT

MCCAM (Middleborough Community Cable Access Media) has now been a department in Middleborough for 9 years. The process of moving MCCAM (Middleborough Community Cable Access Media) out of the basement into the Town Hall Annex to create a Community Media Center began in January 2018. The PCC (Permanent Cable Committee) voted to start the conversation with the Town Manager and Board of Selectmen on possible move of MCCAM from the basement at Town Hall to the first floor of the Town Hall Annex. Also, earlier in 2018, the PCC voted to sign a contract with the Buske Group to assist the Town of Middleborough and MCCAM with the process of renewing its cable franchise license with Comcast. The Buske Group developed a plan for license renewal and strategies for implementation of the plan, reviewed the Town's current cable license documents, identified current and future needs of MCCAM and interests of the Community by doing focus groups, surveys and reviewing current PEG resources and services.

MARCH 2018

The annual LIVE Rotary Cable Auction aired in Middleborough, Lakeville and Freetown (and a few other surrounding towns on just Verizon) the weekend of March 10 & 11. Karen continued to work with the website workgroup to develop a new website for the Town of Middleborough which would also be the new host site for MCCAM02346.com The PCC Coordinated with the Police Station for the necessary fiber extension to the new police station.

34 Meetings & Events covered by MCCAM including annual Candidates Forum, Rotary Cable Auction, St. Patty's Day Show at the COA & an Automobile Symposium at Oak Point

APRIL

For the 2nd year, MCCAM set up a booth for the weekend at the Herring Run Festival getting the word out about who we are and what we do for the Community. The annual town meeting at the high school was covered with a multi-camera crew. MCCAM membership to the Alliance for Community Media was renewed (\$400). PCC voted to focus the MCCAM move on the Eastern Bank Building site (Town Hall Annex). Assisted the Health Agent to create the annual Food Handler's video that she uses to educate food establishments in Town about safe food handling.

35 meetings and events covered by MCCAM including Canoe Race, Herring Run Festival with Cranberry Country Journal, Ireland Travelogue

at the Public Library, Softball and Little League Opening Days, Magic Show at the COA

MAY

PanMass Kids Ride held at Oak Point was a big success and MCCAM was there to cover the event. Karen & Zack attended the Mass Access conference in Danvers. Karen conducted a survey regarding studios and franchise agreements with members of Mass Access. 16 local PEG access studios responded and invited us to visit. Isabel Perry joined the MCCAM Access User Group.

27 meetings and events covered in May including the Memorial Day events, Sheep Day, Library and COA events.

JUNE

The PCC hired the Buske Group to organize a Community Stakeholders meeting on June 6th to kick off the Community Needs Assessment for the Towns Franchise Renewal Process. This meeting of Community Leaders discussed opportunities presented by the franchise renewal process, information about cable TV and the who, what when & why of the franchise renewal process.

Approximately 35 community leaders attended the Stakeholder meeting. Local studios were visited by members of the MCCAM studio working group including Plymouth, Bridgewater, Taunton, Carver and Dartmouth. Board of Selectmen vote to renew 3 yr terms for Robert Silva, Steven Callahan and Nicholas Guarda.

Current Terms for Permanent Cable Committee Members are as follows:

Robert Silva	term ending June, 30, 2021
Steven Callahan	term ending June 30, 2021
Nicholas Guarda	term ending June 30, 2021
Robert Denise	term ending June 30, 2020
Paul Lazarovich	term ending June 30, 2020
Adam Pelletier	term ending June 30, 2019
Mark Mobley	term ending June 30, 2019
Donna Bernabeo	term ending June 30, 2019

(one open seat term ending June 30, 2020)

32 meetings and events covered during the month of June including Police Station Groundbreaking, ParCon at the Town Hall, Special Town Meeting.

JULY

PCC voted to have MCCAM lease the space at the Annex with an agreement that Borobot could lease the boardroom space until construction begins and then

make a designated space available to them in the new layout. Karen requested a review of her job description as her job duties have changed since she started working at MCCAM in 2010. MCCAM Policies and Procedures were also requested to be reviewed and updated.

33 meetings and events covered in July including the 4th of July events and Parks & Rec shows and concerts on the town hall lawn and concerts at the Soule Homestead.

AUGUST

The Board of Selectmen signed a Memorandum of Understanding to have MCCAM lease the Annex space for the fee of \$12,000 per year after deductions of receipts for upgrades listed in the MOA. MCCAM once again set up a booth during Krazy Days to help make people more aware of MCCAM and the MCCAM website. The Town received a check for \$2500 from Freetown for inter-municipal cable access agreement bi-annual payment (goes into the General Fund). PCC voted to pay the annual maintenance and support agreement for the Alcatel Lucent system for the Town (\$6,201.00) This is a partial payment of the contract for support of the network switches on the Town owned INET, the remainder of the contract is paid as support calls are placed.

36 meetings and events covered during the month of August including concerts, Krazy Days, Concerts at the Soule Homestead & Town Hall and National Night Out.

SEPTEMBER

Community Focus Group sessions were held on Sept 5 & 6. Focus groups were set for different times during the day and had various topics including Municipal, Public Access and Educational Access. Between 20-35 people attended each of the 3 sessions for a total of 68 interested people. The topics at the Focus Groups ranged from an overview of what PEG access is, what the franchise renewal means to the Town, suggestions by attendees on what they would like to see in our future franchises, and promoting the online survey that was put together by the Buske Group to be open for September through October 2018. Jake Stiner became an Access User for MCCAM.

30 meetings and events covered in September including the Soule Harvest Festival, 4-H Fair weekend, 9/11 ceremony.

OCTOBER

MCCAM was busy with lots of fall activities held all around town including the unveiling of the beautiful mural on the Town Hall Annex at Kramer Park and held a Meet-and-Greet with the Artist. The Buske Group hosted an online survey for the Needs Assessment through the month of October. New switch installed at

Flora Clark School.

31 events and meetings covered in October for MCCAM including Special Town Meeting, Fire Department Open House, Crantoberfest with Cranberry Country Journal, Trunk-or-Treat at the Town Hall, Library and Coa Events.

NOVEMBER

Fiber extension completed and the MPD moved into their new facility. A portion of the MPD new police station project was funded by PEG Access funds to add new Police Station WAN INET Connectivity (\$17,389.390) and the Public Safety VOIP migration project (\$48,463.76) for Police and Fire. New switch installed at the Waste Water Treatment facility (\$5263.40). PCC voted to accept the Cable Access Director position job description for Karen Foye and to request GMEG to present the job description change as well as moving Karen Foye to the Department Head step 1 to the Town Manager for final approval. This position as well as all costs associated with MCCAM are 100% funded with subscriber fees collected from Comcast and Verizon and paid to the Town based on their cable franchise agreements with the Town of Middleborough.

26 meetings and events covered by volunteers in November including Veterans Day events, Hall of Fame awards, Flag Retirement Ceremony, Vocational Excellence Award Ceremony and the annual Christmas Parade.

DECEMBER

A Holiday meet and greet was held for PCC members, MCCAM staff and volunteers at the new MCCAM annex space before demolition began. It was a good chance for the volunteers to meet and talk to each other and for the PCC members to meet and talk to the volunteers. The Buske Group submitted a draft of the report including the survey results for the Needs Assessment which will be a very useful tool to be used during Cable Negotiations with Comcast and Verizon. The Board of Selectmen signed a 3 year Intermunicipal Agreement with the Town of Freetown to allow our Government channel to be viewed in the Town of Freetown. Freetown supplies programs of their government meetings to MCCAM to put on air. MCCAM does not cover or edit programs for Freetown. The Voice Platform Maintenance and support contract was renewed with LCN by the PCC for 15 months effective 4-1-18 (\$11,765.80).

27 meetings and events covered in December including Festival of Lights with Cranberry Country Journal, annual Tree lighting, LIVE nativity performance and other holiday events at the library and COA.

JANUARY 2019

2019 Rotary Cable Auction planning begins with requests from the Rotary to have the auction also air on LakeCam in Lakeville. DPW building committee was notified there is no fiber available to connect to the INET at the location they have selected for the new DPW facility on Sachem Street and the cost to extend fiber to the new facility should be within the DPW construction budget as other departments have done when they have new construction not located on the Town's fiber loop.

28 meetings and events covered in January including 3 events at the Library and Council on Aging but mostly meetings as well as coverage of the Retirement Seminar for Town Employees.

FEBRUARY

Membership to MassAccess renewed for MCCAM. This membership allows for downloading of programming created by producers all over Massachusetts. Demolition began at the Town Hall Annex for the new MCCAM Community Media Center. Demo/Construction bid awarded for Howard D. Moquin & Sons (\$145,000). Construction portion expected to be completed by May 2019. Electrical bid awarded to A.R.P. Electric Corporation (\$52,500) and HVAC bid awarded to Specialized Heating and Air Conditioning (\$61,950). Karen continued to work on the website redesign with the website workgroup with launch happening on March 13, 2019. The Town received \$2500 check from the Town of Freetown for bi-annual payment of channel 95 cable access feed.

24 meetings and events covered in the month of February including the Rotary Cable Auction Preview, COA events.

Active MCCAM volunteers

Lynn Rocha

Lori Ashley

Nick Guarda

Donna Bernabeo

Jacob Parsons

Joey Driscoll

Paul Lazarovich

Alex Foley

Joseph Silvia

Jason O'Connell

Jake Stiner

Isabel Perry

List of board/committee meetings covered weekly/monthly by MCCAM:

Board of Selectmen (LIVE)

Finance Committee

Planning Board (LIVE)

Historical Commission

Oliver Estate Advisory Committee

Middleborough Gas & Electric Commissioners

Tourism Committee

Commission on Disability

Conservation Commission

Zoning Board of Appeals

Community Preservation Committee

School Building Committee

Police Station Building Committee

Town History Committee

Herring Fisheries Commission

DPW Building Committee

Permanent Cable Committee

MCCAM also airs the School Committee meetings covered by MET.

Annual and Special Town Meetings are always covered

For program cablecast times, programs available for on demand viewing

and all MCCAM information, please visit www.MCCAM02346.com

And follow MCCAM on Facebook at

Middleborough Community Cable Access Media (MCCAM)

Programming Statistics 3/1/18 to 3/1/19

Government Access Channel

311 meetings covered (from 18 boards/committees) :: average length 1hr 30 min

:: total runs 3233

All municipal meetings are available for web-viewing on demand if covered by

MCCAM

Public Access Channel

224 shows :: average length 56 minutes :: total runs 7146

Education Access Channel

202 shows :: average length 1hr 15 minutes :: total runs 5258

**Total programs on PEG Access :: 681 shows ::
total runs on 3 PEG channels for 1 year = 15,637**

VOD (Video On Demand) Statistics 3/1/18-3/1/19

Total Views 4035 # of shows with views 366

Top 6 viewed shows

#1 Selectmen's Meeting 10/15/18	480 views
#2 Selectmen's Meeting 4/30/18	210 views
#3 Selectmen's Meeting 4/2/18	181 views
#4 New Police Station Tour	113 views
#5 Middleborough Candidates Forum	101 views
#6 2018 4H Fair	77 views

If you are interested in learning more about MCCAM, how to submit a public service announcement for our on air bulletin board, how to become a volunteer or how to produce your own show, please contact Karen Foye or Zack Grundy at the MCCAM office 774-766-6350 kfoye@mccam02346.com or zgrundy@mccam02346.com

