

REPORT OF THE PEG ACCESS DEPARTMENT

MCCAM (Middleborough Community Cable Access Media) celebrated 10 years this year (2020)! Negotiations have been ongoing with Comcast as our 10-year license was up for renewal in September of 2020.

MARCH 2020

The annual LIVE Rotary Cable Auction aired for the first time from the new MCCAM studio the weekend of March 14 & 15 to residents in Middleborough, Lakeville, Freetown and a few other surrounding towns. Then COVID hit. Events, meetings and all coverage was halted.

23 Meetings & Events covered by MCCAM including Historic New England at the MPL, Rotary Cable Auction, and The Boston Rovers at the COA.

APRIL

The annual town meeting at the Nichols Middle School was moved to June. New meeting setup created in the Selectmen's meeting room to allow meetings to be hosted still from that location and go LIVE on MCCAM.

11 meetings were covered by MCCAM

MAY

Zoom meetings become the way to do meetings for boards and committees in town. MCCAM worked with our vendor to finalize the network connections and to get a couple new phones installed at the studio. MCCAM worked with candidates to have a recorded interview session along with Paul Lazarovich from Cranberry Country Journal so they could get their message out to the voters.

12 meetings were covered by MCCAM

JUNE

Annual town meeting was held at the Nichols Middle School with COVID protocols in place. MCCAM started working with the COA to create content for seniors who couldn't leave home due to COVID (T'ai Chi, Strength and Balance, Yoga, Crafts to name a few).

Board of Selectmen vote to renew 3 yr terms Adam Pelletier and Donna Bernabeo.

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, 2023
Paul Lazarovich term ending June 30, 2023
Adam Pelletier term ending June 30, 2022
Donna Bernabeo term ending June 30, 2022
(two open seat term ending June 30, 2023, one ending June 2022)

23 meetings and studio shoots were covered by MCCAM

JULY

Some new access users were trained on our equipment so they could produce their own shows. MCCAM worked with Bristol Plymouth to bring the Class of 2020 graduation to our residents. Some local folks participated in an impromptu 4th of July parade past the MCCAM studio that we recorded.

16 meetings and studio shoots were covered by MCCAM.

AUGUST

COA volunteer appreciation drive thru event was covered by MCCAM. MCCAM started using new cloud based software called Isaac for Access User equipment checkouts. Annual Town of Middleborough Voice Platform Maintenance and Support contract renewed which includes software upgrade for phone/voice platform for redundancy and maintenance/support of phone/voice system in Town (\$13,840.27)

22 meetings and other shoots were covered by MCCAM.

SEPTEMBER

Meetings are back to normal schedules and more programming is being produced by the COA including a concert held outside. Karen attended a virtual webinar regarding the FCC's Cable Franchise Order – One Year Later. New laptops purchased for MCCAM and MET.

31 meetings and events covered by MCCAM including multiple yoga, strength training and T'ai Chi programs at the COA as well as a concert at the COA.

OCTOBER

MCCAM worked with the Veteran's Agent to produce a program for local Veteran's that would air on Veterans Day in November. Special Town meeting was held at the NMS. MCCAM worked with a new access user to assist with drone coverage of the cranberry harvest so they can put together a program about Cranberry Harvesting in Middleborough for Fall 2021. Worked with Andrew Buckley and Daniel Thompson from the Historical Society to go LIVE on

October 5 with a program, “Stephano”, that also included a Facebook livestream Q&A with the director

20 events and meetings were covered in October for MCCAM

NOVEMBER

MCCAM continued to add new programming produced by local access producers in surrounding towns to the lineup. MassAccess shared lots of great programming with other studios around MA, MCCAM shared our COA content we’ve been recording so other communities could air it on their channels for seniors in their towns.

18 meetings and studio shoots were covered by MCCAM

DECEMBER

MCCAM used the time normally reserved for Holiday events to work on updating software and performing equipment maintenance. Tourism held a virtual Tree Lighting that we were able to put on MCCAM. Local musician, Houston Bernard, started a weekly live stream concert called Music Mondays that he shares with MCCAM for us the next morning for rebroadcast. Rotary Club donated 2 new wireless microphones to MCCAM for our continued support of the Rotary Cable Auction.

17 meetings and events were covered by MCCAM

JANUARY 2020

2021 Rotary Cable Auction planning begins with requests from the Rotary to have the auction aired and recorded once again at the new MCCAM studio in May 2021 also air on LakeCam in Lakeville. MCCAM purchased new software called Screenweave that allows zoom and other streaming meetings to go LIVE on our PEG channels from the hosts computer no matter where they are hosting.

21 meetings and events were covered by MCCAM

FEBRUARY

The Cable Negotiation Committee continues to work on our Town’s Franchise Renewal with Comcast. Three switches replaced on the INET (\$14,124.80). Recorded another program for the COA in the studio called “Releasing the Past – Creating the Future”.

21 meetings and events were covered by MCCAM

Active MCCAM volunteers

Lori Ashley

Nick Guarda
Paul Lazarovich
Joseph Silvia
Isabel Perry
Chad Marvin
Bonnie Soule
Meg Dowler

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 (LIVE)
Middleborough Gas & Electric Commissioners (LIVE)
Tourism Committee (LIVE)
Commission on Disability
Conservation Commission (LIVE)
Zoning Board of Appeals (LIVE)
Community Preservation Committee
School Building Committee (LIVE)
DPW Building Committee
Cultural Council
Charter Study Committee
Capital Planning 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 2/1/19 – 2/1/20

Government Access Channel

289 meetings covered (from 20 boards/committees) :: average length 1hr 19 min
:: total runs 3435

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

Public Access Channel

260 shows :: average length 39 minutes :: total runs 6661

Education Access Channel

134 shows :: average length 1 hour 1 minute :: total runs 5938

**Total programs on PEG Access :: 648 shows ::
total runs on 3 PEG channels for 1 year = 16,034**

VOD (Video On Demand) Statistics 2/1/19-2/1/20

Total Views 3013 # of shows with views 304

Top 5 viewed shows

- #1 Veterans COVID 19 public service announcement 95 views
- #2 Selectmen's Meeting 6/1/20 94 views
- #3 A Fun Day at the COA 88 views
- #4 Middleborough Celebrates the 4th 73 views
- #5 Selectmen's Meeting 6/29/20 72 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

