



# MCCAM 2011 | Annual Report

**MCCAM**

10 Nickerson Avenue Middleborough, MA 02346 | 774.766.6350 | [www.MCCAM02346.com](http://www.MCCAM02346.com) | [info@MCCAM02346.com](mailto:info@MCCAM02346.com)



# background

On May 1, 2011 the Town of Middleborough took responsibility through the Permanent Cable Committee (hereafter referred to as PCC) of producing the local Government & Public Access channel, which is Channel 9 from Comcast; Channel 34 from Verizon. During the negotiation with Comcast, which started in July 2008, Comcast informed the PCC that it was not going to be providing Public, Education, Government (hereafter referred to as PEG) Access programming and the Town or its designee would need to take over Channel 9 broadcasting otherwise the channel would go black and revert back to Comcast.

Channel 9 now shows a broader selection of Town committees, commissions and department public meetings; such as the Selectmen, MG&E, Finance Committee, Planning Board, Conservation Commission, Board of Assessors and Zoning Board of Appeals. The Town still utilizes Channel 9 for public service announcements and other Public Access programming. Channel 9 is cablecast to Middleborough residents who have Comcast or Verizon cable service.

The Franchise Fee negotiated by the PCC has increased from 1% to 2.5% in order to support PEG Access Programming operations. The Franchise Fee costs are allowed under Federal Communication Commission (hereafter referred to as FCC) regulations up to a maximum of 5% off adjusted gross revenue to be passed thru to the subscriber. The PCC adjusted the rate to 2.5% to cover only needed operation cost. The PCC negotiated with Comcast a capital payment plan to be used for the purchase or replacement of PEG Access equipment and related cost to the Town. This is not an additional pass thru cost. The Board of Selectmen signed the license in September 27, 2010 and designated the PCC to oversee the Public access operations. The new channel will be called Middleborough Cable Committee Access Media (hereafter referred to as MCCAM). The two other Middleborough PEG access channels will continue to be controlled by the Middleborough Public School program. For more information about Middleborough Educational Television can be found at their website: [www.MiddleboroughTV.com](http://www.MiddleboroughTV.com).

MCCAM is run by the PCC of the Town of Middleborough under the authority of the Issuing Authority. This committee was formed in 1985. The PCC consists of nine regular members appointed by the Board of Selectmen and one non-voting member (the current Cable Access Transition Coordinator).

In January 2009 the Town of Middleborough contracted with LCN for an upgrade of new network architecture within the Town Hall facility and remote municipal sites that would replace their existing network switches. This new network hardware and software provides the town with enhanced services and management. The purpose of the network upgrade was to provide increased network speeds and management throughout the connected sites that will accommodate the increased demands on the network backbone to service Voice/Data/Video network traffic. Phase I of the VOIP project had a cost of \$125,764.42. Karen Foye has been hired as the Cable Access Transition Coordinator for the Town of Middleborough. The MCCAM office is located in the Middleborough Town Hall. New Access equipment has been installed. Karen is working with current volunteers, producers and show sponsors in the community to make a seamless transition from Comcast to the new Town run channel. New technologies have eliminated the need for an expensive on location studio with a set like the former Comcast studio. New portable equipment is available to residents of Middleborough to do on-location shoots. A website has been created with information, programming schedule, downloadable forms, public bulletin board procedures and information on how to become a MCCAM volunteer. The website is [www.MCCAM02346.com](http://www.MCCAM02346.com).

If you have any questions on how to volunteer, post a bulletin board message or submit programming to be seen on MCCAM, contact Karen Foye by calling 774-766-6350 or email [KFoye@MCCAM02346.com](mailto:KFoye@MCCAM02346.com)

Middleborough Permanent Cable Committee

The process to get MCCAM up an operational has been a year-long journey.

# 2011 timeline

## January

The PCC discussed equipment needed for the PEG facility implementation as well as creating a job description for the person who would be hired to run the studio. Two residents were recommended to the Board of Selectmen to fill vacancies on the PCC. PCC met with Lakeville Cable Committee to discuss the possibility of combining PEG access delivery in the two towns. Lakeville decided to take control of their PEG channels.

## February

The PCC had conversations with the Town Manager and Labor Council about a solution for a temporary position that would be hired through a Temp Agency to oversee the transition to a Town run PEG Access facility. The PCC voted to use a Temp Agency to employ an Access Transition Coordinator at a rate of \$20-\$25 per hour. HB Communications was awarded the contract in the amount of \$251,634.00 for purchasing equipment, installation and training. Labor Ready engaged as the Temp Agency to retain the Access Transition Coordinator.

## March

Labor Ready submits 3 candidates for interviews for the Access Transition Coordinator position. After conducting interviews, position was offered to Karen Foye. Equipment is starting to be pre-configured and set up for testing at HB Communications. Plan on track to start install in early April. Karen Foye met with PCC on planning for the installation and preparation for taking over the distribution of the town cable channel on May 1. Onsite installation planned for April 19th. The PCC voted to have Karen start working on developing a website for the new facility.

## April

Installation commences of equipment at the Middleborough Town Hall. Discussions started on purchasing playback system for the Educational channels similar to the one purchased for the new Access facility. The PCC voted to name the access channel MCCAM (Middleborough Cable Committee Access Media). Wiring completed and equipment installed (except for a few components). Testing of BPix system on April 27th. New phone number established for MCCAM 774-766-6350. Comcast informed the Chairman that the cutover of distribution signal from Comcast would not be ready on May 1. The MCCAM website is activated. All Permanent Cable Committee minutes as well as the weekly program schedule are now posted on the MCCAM website. The PCC voted to pay a \$50 stipend to properly trained volunteers for coverage of events requested by the PCC. VOIP phase I project  $\frac{3}{4}$  complete.

## May

MCCAM goes live on schedule May 2. Board of Selectmen meeting broadcast LIVE using our new equipment. Transition from Comcast PEG Access provider to MCCAM for Government & Public Access is done without interruption, a smooth transition. HB Communication training Karen Foye on new equipment continues. DVDs of meetings now available and archive of all meetings and events has commenced. Security gate purchased and installed for dividing the Server Room in the IT Department. All outdated cable access equipment located in the former Town Hall control room used prior to new equipment install deemed as surplus except for a few items that can still be used like monitors and microphones. The PCC authorized payment to HB

Communications for the sum of \$208,858.00 upon delivery and approval of equipment (75% of their invoice) and notified them that the difference would be paid after the punch list has been resolved. MCCAM link was added to the Town of Middleborough website. Sign created for MCCAM location. Rate of \$25 /per hour for DVD duplication of media requests adopted.

## June

Additional portable field equipment purchased for MCCAM. The PCC continues to work on policies and procedures for MCCAM. Volunteers begin to be trained on new equipment. HB Communications continues to install remaining components and train Karen on equipment. Final payment for the VOIP project phase I paid to LCN in the amount of \$33,744.00

## July

Policies and Procedures continue to be reviewed; many forms are approved for office use by Karen Foye. Community outreach mailers sent out to former volunteers, producers and show sponsors in an effort to introduce them to MCCAM in hopes that they continue to participate in local community access television. HB Communications continues to work on punch list items.

## August

A media drop box ordered and installed for MCCAM in the parking lot at Town Hall. The PCC discusses the possibility of realignment for channels for PEG after questions arise as to why the schools have two channels and MCCAM has one channel for both Public Access and Government Access. Education channel playback system needs discussed.

## September

Policies and Procedures continue to be reviewed; content regarding Political programming is adopted. Outstanding items continue to be reviewed and worked on by HB Communications.

## October

Chairman is voted to be alternate signature in order to have a second committee member available to sign payments. HB Communications contacted to get final invoice and notified final payment won't be made until As Built plans have been reviewed and approved.

## November

The PCC voted to pay HB Communications another portion of their invoice \$79,071.91 for work completed. \$25,523.99 withheld for final items; As Built plans and final quality control check of all installed equipment. Discussions on need for insurance policy for MCCAM results in decision from attorney Robert Treano that MCCAM does not require insurance because it does not produce programming.

## December

Continue to train new volunteers on control room equipment and portable field equipment as well as the portable edit suites. To date, MCCAM has 10 active volunteers. Karen Foye makes all Boards and Committees aware of the availability of the new projector system in the Board of Selectmen's room. Training on the use of the projector and proper use of the microphones also continues with the board and committee members. Surplus property donated to the Town of Ludlow. Education access channel new equipment discussed and moving forward.

## January 2012

Programming goes into full coverage mode and the following Government meetings are now covered on a regular basis; Board of Selectmen, Finance Committee, Planning Board, MG&E, Zoning Board of Appeals, Board of Assessors and Conservation

Commission. Plans are underway for the 2012 Rotary Cable Auction in March. Rotary has inquired about getting the signal out to Lakeville subscribers in addition to Middleborough. The PCC votes to make one DVD copy of each municipal meeting available to the respective Boards & Committees. Karen Foye makes all Boards and Committees aware of the availability of the new projector system in the Board of Selectmen's room.

## February

Verizon contacted regarding getting the Verizon residential drops put in at the Town locations (21 locations agreed upon in the license) with a priority being MCCAM office for monitoring. Education access channel new equipment discussed and moving forward with RFP. Need for volume level control equipment for our PEG system discussed. New volunteers continue to be trained on MCCAM BPix system as well as portable field equipment. Preparations and testing started for LIVE Rotary Cable Auction in March. Change order payment of the VOIP project phase I paid in the amount of \$12, 175.53. Met with Mike Lieb from LCN to discuss VOIP project phase II.