



MARSHFIELD COMMUNITY TELEVISION

ANNUAL REPORT **2021**

A look back at 2021 as Marshfield Community Television continued in it's mission to connect the Marshfield community through media.

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2021 WAS ABOUT CREATING CONTENT THAT WAS EDUCATIONAL AND ENGAGING TO THE MARSHFIELD COMMUNITY



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MEET THE EXECUTIVE DIRECTOR

One aspect of MCTV's Mission is to connect the community through media. MCTV does this through many methods including coverage of local events. Pictured is Executive Director Jonathan Grabowski in the control room during the 2021 Marshfield Community Christmas Telethon along side Production Manager Jenn Palmer.



Jonathan Grabowski

EXECUTIVE DIRECTOR

Jonathan was MCTV's first hire in 2008 and under his leadership has grown the organization into where it is today: a technological hub of the Marshfield community that connects citizens, organizations & government.

FROM THE EXECUTIVE DIRECTOR

BEING ESSENTIAL

For those that have looked inside my office at MCTV, there are three questions written on my whiteboard in red ink I call "The MCTV Guiding Question". They are the questions we have to keep asking ourselves to make sure we are meeting the needs of the community but to also ensure our existence.

The first question is: "What Make Us Essential to the Community?" What makes us essential is our ability to connect the Marshfield Community through coverage of government meetings, athletic events and other special events. In many cases we are the only way people are able to see important events such as Town Meeting and Graduation. In addition to that we also provide the community the opportunity to learn how to use our equipment and facilities and create content of their own that is placed on our wide range of distribution platforms.

The second question is: "How can we be essential?" It starts off by listening; listening to key stakeholders and the community through surveys and general feedback to make sure the content they are seeing and hearing is what they want. It also means helping those key stakeholders in a time of need. A great example of this is our coverage of Winter and Spring sports in 2021. Marshfield High School Athletic Director Bill Battis reached out to ask if we could cover Freshman and Junior Varsity games in addition to our significant amount of varsity sports coverage.

We also worked with local organizations such as Marshfield Community Christmas and Road to Responsibility in helping them raise funds in order to achive their mission. In the Fall, we produced Road to Responsibility's Virtual Gala and this past December produced the Marshfield Community Christmas Telethon in Studio A at MCTV.

The third and final question is: "How can we build support in a time of need?" By doing the things mentioned above; we are being seen by more and more people as being essential

In an effort to support Marshfield High School, MCTV covered

106 Games

during the 2021 sports season so the community could support their varsity athletes in a safe socially distant manner.

to the community and with it, we have developed more people who are willing to stand in our corner and support us.

I say this as we are currently in a challenging spot in regards to community media. Revenue from Franchise Fee's which make up the overwhelming majority of our funding are declining at a rapid rate due to cord cutting. Based off of current projects, we expect to see a 20% decrease in Franchise Fee revenue over the next few years. This decrease will potentially force us to reduce services which make us essential to the community.

MassAccess, the Advocacy organization for Community Media Centers in the Commonwealth currently has a promising bill at the state house which will put a fee on streaming services who use the public rights of way with a porition of the revenue going to organizations like MCTV. I hope when called upon, you will support this bill as it's essential to not just continuing our services but our survival

Jonathan Grabowski
Executive Director
February 2022



MCTV
STUDIO

MCTV's facility located at Marshfield High School is a state of the art, user friendly production facility that allows for people of any age or skillset to produce high quality content.

The space includes two studio/control rooms, a four station Edit Suite running Final Cut X and organized though a mass storage asset management system.



ABOUT US

MCTV Content Manager Sean Leary prepares for the production of Plymouth County District Attorney Tim Cruz's episode of Faces of Marshfield.



WHAT IS MCTV?

Marshfield Community Television is an independent, non-profit organization governed by a Board of Directors from the Marshfield Community whose mission is to help all Marshfield citizens and institutions realize their full potential through community communication and to encourage and facilitate their fullest participation in communicating their message.

MCTV desires to become a statewide model of a professionally run local media center. To play a central role in the life of the community by being the trusted source of local communication. To improve communication by and between members of the community by giving them access to electronic media equipment and training at no cost.

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OUR MEMBERS

Members produce a substantial amount of the content seen on MCTV's platforms. Weather enthusiast Chris O'Mara produces "Chris' Weather Report" which gives views the local, regional and national forecast.

MEMBERS ARE THE FOUNDATION OF MCTV

Without an engaged and active membership, MCTV would not be where it is today. What makes MCTV's membership special is it's diversity. While our members range in ages, backgrounds, interests and skillsets they all share the belief in the importance of community media.

Joe Pecevich continued production of his Wednesday evening program "Control Room" covering topics ranging from Marshfield issues to the US political climate.

Right after "Control Room" on Wednesday night, John Feeney and Eric Kelly host "The Open Chair" offering commentary and insight on goings on around town.

Joe Kelley's show "Cup of Joe" returned to MCTV in 2021 with his studio show spotlighting people across the South Shore.

Weather enthusiast Chris O'Mara gives the forecast with "Chris' Weather Report" which covers local, regional and national forecasts with Chris' unique spin on things.

MCTV member Bob Parkis continued his long standing program "Talk of the Town" focusing on local issues, history, science and goings on at the national level.

Sheila and Richard Dion continued their long standing program "Jesus and Us" offering insight into the catholic faith and spirituality.

Former MCTV Board President has been producing a simulcast of his WATD radio program "The Dr. Joe" on MCTV for the past few years. Dr. Joe and Co-Host Mark Stiles discuss a wide variety of topics ranging from entertainment to mental health.

Longtime Business Members McNamara Financial continued producing episodes of their program "McNamara on Money" discussing all things financial from retirement to saving for college.

Aiden Kielty released new episodes of "Aiden's GoPro Show" which takes us through the life of a teenage through the lens of a GoPro.

The MCTV community was sad to hear of the passing of MCTV member and producer of "Rink Rats" Joey Burke. Joey was a deciated member of the organization who was beloved by everyone at MCTV. In honor of Joey, MCTV put together a "Rink Rats" marathon aired in June of 2021.

Once again, MCTV would like to thank our members for their dedication to producing excellent hyperlocal content throughout 2021.

One of our directives for 2022 is to reach out to members we have not seen in a while to let them know that we miss their contributions and that we're here to help them get back into the swing of things from a production standpoint.

So if you're member who we haven't seen in a while, stop on by, give us a call and let us know what's going on and how we can help you get back to producing content.

WHAT MCTV OFFERS

HIGH TECH, STATE OF THE ART AND USER FRIENDLY is essential to everything MCTV offers. It's important to us that MCTV productions reflect the high tech and state of the art equipment and facilities that are used while producing them. In addition to that, it's important that equipment and facilities remain user friendly so our wide variety of members can make the most of them.



MEMBERSHIP

Individuals, Non-Profits and Businesses can become members of MCTV. As a member you have access to training, equipment and facilities.



SUPPORT TO THE MARSHFIELD PUBLIC SCHOOLS

MCTV supports the Marshfield High School Telecommunications and Digital Media program in terms of financial and technical support. MCTV also operates an annual grant open to any educator in Marshfield Public School Department.



SUPPORTING OPEN AND TRANSPARENT GOVERNMENT

MCTV provides gavel to gavel coverage of 8 different town of Marshfield Boards and Committees. In addition to meeting coverage, MCTV works with Government officials to create special programming to educate the public on town matters.



PRODUCTION SERVICES

A recent area of expansion for MCTV is in the area of Production Services for local businesses. Over the past year, MCTV has produced high end video content for businesses ranging from training videos to videos for social media.



WHAT CAN YOU DO AT MCTV?

- 1 Produce a program, learn how to use our equipment and production facilities and produce programming that's important to you or volunteer for a staff or member production.
- 2 Create a podcast; podcasting is one of the newest opportunities for people to share their thoughts or messages to the Marshfield community.
- 3 Come to events like our Member Socials and Tech & Treats Tuesdays. MCTV hosted events like these allow for members to share ideas and get to know each other in a fun environment.
- 4 Take part in an MCTV event such as one of our Gaming Tournaments or competitions. MCTV holds tournaments featuring popular Nintendo Switch and PC Games.

“

Connecting the Community Through Media”



MCTV INTERNSHIPS

Since 2008, MCTV has given students who excel in the Marshfield High School Digital Media and Telecommunications programs the opportunity to intern at MCTV during their Senior Year. High School Interns cover meetings, work on productions and gain knowledge that will further their growth. Many of our interns have gone on to a four year college majoring in Communications or a related field.

In the past few years, College Interns have played a vital role in important MCTV productions. College Interns work on special projects and play a critical role in producing our newscast.





OUR TEAM

The 2021 MCTV Annual Meeting attended in and person and virtually by MCYV Board, Staff and Members

MCTV



CONTINUING EDUCATION & KEEPING UP ON TRENDS IS IMPORTANT TO THE MCTV STAFF. STAFF HAVE ATTENDED THE MASS ACCESS ANNUAL CONFERENCE, AND THE NATOA NATIONAL CONFERENCE.

THE MCTV STAFF

Meet the Team

In addition to the Executive Director, MCTV has four highly skilled full time professionals on staff. While their official titles may be specialized, their skillset and abilities allow them to work together and support all aspects of MCTV.



SEAN LEARY
Content Manager

Sean handles our content distribution and Government programming. In addition to that, Sean is our in-house gaming expert and is in charge of our MHS sports productions.



KAYLA MACDONALD
Membership & Marketing Manager

Kayla is responsible for all things membership from renewals to events & socials. She also handles our social media, our email blasts and manages the website.



HEATHER ALLEN
Production Assistant

Heather joined the MCTV staff in May of 2021 as our Production Assistant. If Heather looks familiar to you, she was MCTV Intern during her senior year at MHS.



JENN PALMER
Production Manager

Jenn manages the day to day production aspects of MCTV. She also acts as our news director, writing scripts, training interns and finding stories.

BOARD OF DIRECTORS

The MCTV Board of Directors consists of local leaders who are passionate about Community Media and MCTV's mission. The Board works to further MCTV's growth and make sure the organization adheres to the financial and ethical standards of a non-profit organization.

Robert Marzelli Esq.
MCTV Board President



A member of the MCTV Board since 2013, Robert Marzelli became President in 2017. Prior to joining the board, Robert served as Town Council for the Town of Marshfield for 31 years. His legal expertise and town knowledge has been vital to MCTV in matters of outreach, government regulation and the license renewal process.

MCTV Board of Directors

Robert Marzelli Esq., President
Julie Williams, Vice-President
James Robinson, Treasurer
Teresa Deluca, Clerk
Joseph Shrand, MD., At-Large



MCTV FACTS & FIGURES

An annual event at MCTV is our Public Service Announcement Day where we work with local Non Profits in producing 30 second videos promoting their organizations. PSA Day is not just open to Marshfield based non profits but non profit organizations serving the South Shore

MCTV BY THE NUMBERS

2021 WAS ANOTHER BANNER YEAR FOR MCTV. CHECK OUT SOME INTERESTING NUMBERS THAT TELL THE STORY.



19,814 HOURS OF CONTENT
MCTV aired a total of over 19,814 hours on our Public, Education & Government channels in 2021



7 Hours
MCTV broadcasted live over 7 hours of Town Meeting across 2 different nights



13 PSA DAY PARTICANTS
13 Local Non Profits and Government Organizations took part in our July 2021 PSA Day

1

At the 2021 Mass Creator Awards, MCTV took home the Creator Award in the Podcasting category for the Let's Talk Business podcast with Shawn Flores of ACME Print Supply

7,986 HOURS STREAMING
MCTV streamed over 7,986 hours of content on our Streaming Channel

334 SIGN OUTS

MCTV Equipment and Facilities were signed out by users over 334 times in 2021

106 MHS GAMES

MCTV covered 106 MHS Varsity sporting events consisting of MHS Varsity Sports such as Boys and Girls Basketball and Boys and Girls Soccer.

Canon 1 was signed out by members 101 times during 2021.



CANON 1

101

Studio A was reserved 514 times during 2021



EDIT 2

514

MCTV Staff and News interns produced 52 segments of Marshfield Community News



MARSHFIELD COMMUNITY NEWS

52

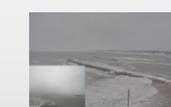
394 Podcasts produced by MCTV members, staff and interns were downloaded in 2021



PODCASTS DOWNLOADED

394

The MPD' Marine and Harbortmaster rescue of Two Surfers was watched 15,265 times in 2021



MPD MARINE AND HARBORMASTER RESCUE OF TWO SURFERS

15,265

The RTR's Cooking Club video on knife safety and tacos was downloaded 19 times by other media centers



RTR COOKING CLUB

19



2021 RECAP

In the fall of 2021, MCTV launched its new program "The Ram Report" which spotlights the coaches and players across Marshfield High School Varsity Athletics.

2021 In Review

There were so many amazing memories from the year that was 2021. Here are some that left a lasting impression

CREATOR AWARDS

MCTV took home its third MassCreator Award in the Podcasting category for our episode of "Let's Talk Business with Shawn Flores". MCTV had two out of the three finalists in the category with another episode of "Let's Talk Business with Laurel Egan Kenny" being a finalist.

SCHOOL CELEBRATIONS

Marshfield Community Television collaborated with Marshfield High School to make sure the MHS Senior Class was recognized. In addition to broadcasting the Senior Awards and Senior Video, MCTV produced live broadcasts of the Senior Night Out Red Carpet event and the 2021 Commencement which was seen across the country via MCTV's Facebook Live and Streaming Channel.

OPEN FOR BUSINESS

MCTV was thrilled to collaborate with the Marshfield and Scituate Chamber's of Commerce on their "Open for Business" campaign during the summer of 2021. MCTV produced a series of videos spotlighting local business owners and why they decided to make Scituate and Marshfield their home.

THE RAM REPORT

Marshfield High School Athletics is a highly watched part of MCTV's programming lineup. In the Fall of 2021, MCTV went deeper into getting to know the coaches and athletes who represent the Rams by creating The Rams Report. The Ram Report is hosted by David Snow and features sit down interviews with the players and coaches across the varsity sports lineup.

ON THE ROAD WITH RTR

MCTV was thrilled to collaborate with The South Shore Hive and our long time partners at Road to Responsibility in producing Road to Responsibility's Virtual Gala live in September of 2021. MCTV provided front of the house production services to event and used our new Vmix

switching system to mix live and pre-produced elements as well as zoom feeds.

WHAT MAKES YOU HAPPY?

MCTV teamed up with our friends at Friendship Home to produce a video for their happy hour gala event in early 2021. The video featured Friendship Home Staff and Members dancing to song "Happy" by Pharrel Williams

WORKING WITH NEIGHBORS

MCTV produced several features on the Veteran's Housing Development on Ocean St. being built by Neighborworks Housing Solutions. Videos have featured representatives from Neighborworks, elected officials and community stakeholder discussing the importance of this project. The video featuring Marshfield's Director of Veteran's Services Carin Smith was nominated for a 2022 MassCreator Award.

MEMBER EVENTS

MCTV's Tech and Treats series returned in 2021 with some great topics including an Intro to OBS, How to interview for News, File Management and Camera Stabilization.

In addition to Tech and Treats, MCTV held its July Annual Meeting combined with a member BBQ, an October pre football game tailgate party and our traditional December member social featuring Hot Coco and Ugly Sweaters.

INTERNSHIP PROGRAM

Since 2008, MCTV has High School and College aged intern work with us in creating community while furthering their knowledge base. In addition to being one of our High School Interns, Dylan Morey did his MHS/MCOC internship at MCTV during the Spring of 2021. During his internship, Dylan played an essential role in the production of the 2021 Citizen of the Year video and MHS/MCOC Internship video.

COMMUNITY CHRISTMAS

MCTV wrapped up the year collaborating with Marshfield Community Christmas in the production of its annual telethon. The 2021 telethon, hosted by Michael Maresco and Bill Bowers was produced live in MCTV's Studio A and featured a live auction, pre-taped performances and walk on guests.



ANYWHERE ANYTIME

Find MCTV content anywhere in the world on a wide variety of platforms.

MCTV Anywhere Anytime

Over the past several years you have heard MCTV promote the concept of “Anywhere, Anytime” meaning that people can watch MCTV content anywhere in the world at anytime on a device of their preference.

With people being busier and consuming content in more non traditional ways, it was important for MCTV to make sure we can reach our audiences.

The Anywhere Anytime initiative has allowed those who live in Marshfield and don’t have cable the ability to see what is going on in their community. This connectivity also applies to those who are “snowbirds” and may live here on a seasonal basis. Our online platforms allow them to stay engaged no matter where they are.

The greatest example of this connectivity is when it comes to our MHS Sports Programming. Throughout the school year we receive a significant number of calls and emails from families who live out of town confirming we are covering a game that interests them. Sometimes it’s grandparents who may not live in Marshfield and sometimes it’s families of athletes who are taking on the Rams!

We strongly encourage you to follow us on Facebook, download our Roku app and subscribe to our Youtube channel so you can be notified when new and exciting MCTV content is released.

STREAMING CHANNEL

Found on MCTV’s website, our HD Streaming channel broadcasts a variety of Public, Education and Government content. Live content such as Marshfield High School athletics and Marshfield Town Meeting can also be found on the streaming channel.

ON DEMAND

Through our Broadcast Server provider Telvue; MCTV has created a Video on Demand platform which allows viewers to select from recently aired MCTV content. The video on demand platform can be found through the MCTV website by selecting “Recent Episodes” under the “Watch” tab.

ROKU

The MCTV Roku App is free to download for all Roku users. The MCTV App combines the video on the on demand platform and the streaming channel under one application.

VIMEO

One of the most popular ways to watch MCTV’s extensive archive of content is through our Vimeo channels. In 2018 due to the large quantity of Government meetings, the MCTV Government Vimeo channel was created as stand alone site.

YOUTUBE

In addition to our Vimeo content, MCTV recently relaunched it’s Youtube Channel. The Youtube Channel features content such as Marshfield Community News stories, highlights from video game streams and full replays of MHS Varsity Sports.

TWITCH

The place to go watch anything Video Game related at MCTV. Check out what games the staff is playing from Super Smash Bros Ultimate to iRacing.

Find Us Online



www.marshfieldtv.org

Visit our website for forms, schedules, links and information about MCTV



[/MarshfieldCommunityTelevision](https://www.facebook.com/MarshfieldCommunityTelevision)

Visit our Facebook page, like us and find out more about what goes on at MCTV.



[@marshfieldtv](https://twitter.com/marshfieldtv)

Follow us for the latest tweets about MCTV & sports schedules



[Marshfieldtv](https://www.instagram.com/marshfieldtv)

Get an insiders view of what goes on at MCTV by following us on Instagram



[/marshfieldtv](https://www.twitch.tv/marshfieldtv)

Watch what games are being played at MCTV by checking out our Twitch feed



Search: Marshfield Community Television

Find items like news segments and previews on MCTV's YouTube Channel



[/marshfieldtv](https://www.marshfieldtv.org/podcasts)

Download hours of podcasts created by MCTV staff, interns and members



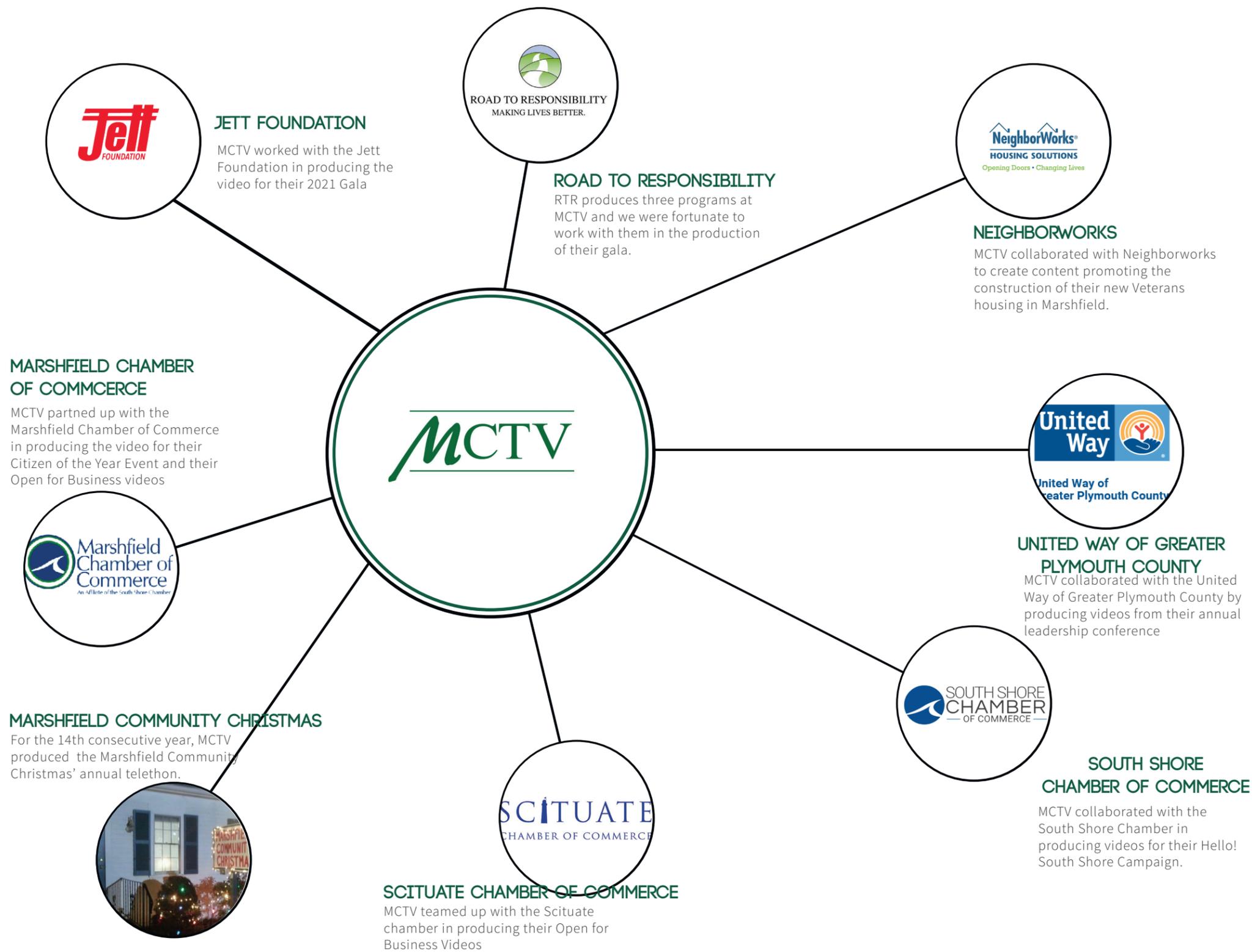
WHO WE WORK WITH



If you haven't visited our website www.Marshfieldtv.org recently please check it out. The website includes station news, information on programs and resources such as MCTV documents and forms.

MCTV wouldn't be what it is without partner organizations. These partners support MCTV through membership, content creation and awareness. The image above comes from our video collaboration with Neighborworks Housing Solutions on their Veterans Housing Project in Marshfield.

OUR PARTNERS



PSA DAY



SUPPORTING NON PROFITS

Every year, MCTV holds a Public Service Announcement Day which is open to Government and Non-Profit organizations who support the Marshfield Community.

Organizations who register for time slots in advance come in that day and with the support of MCTV staff produce a 30 second PSA describing who they, what they do, how they help others and where you can find out more about them.

After post-production the PSA's air on MCTV's viewing platforms and MCTV gives the finished video files to the non-profits so they can use them on their websites and social media platforms.

PSA day has given these organizations the ability to promote themselves and gain awareness through a professionally made 30 second video.

PSA Day has allowed MCTV to meet so many wonderful organizations who serve the Marshfield community. For many of these organizations, it's the first step in building a relationship with MCTV. Some of them collaborate with MCTV on special projects while others sign up for membership and create their own programming.



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