



ANNUAL REPORT **2022**

A look back at 2022 as Marshfield Community Television continued in it's mission to connect the Marshfield community through media and rebranded to Marshfield Community Media.

“

2022 WAS DEDICATED TO OUR REBRAND
AND MAKING SURE THE COMMUNITY
KNOWS WE ARE ALWAYS HERE TO
SERVE THEM, WITH MORE THAN JUST
TELEVISION AND WELCOMING OUR
IMPRESSIVE NEW BOARD MEMBERS.”

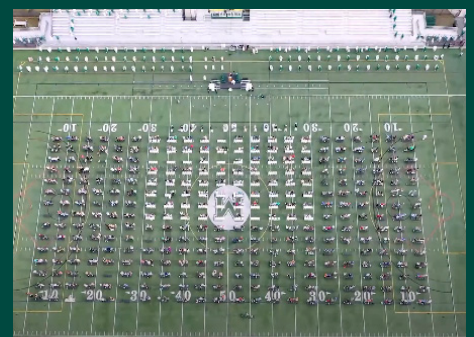
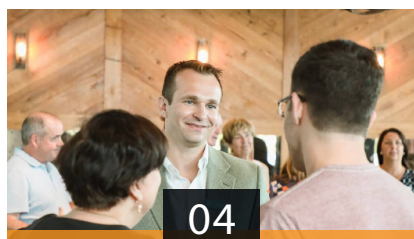


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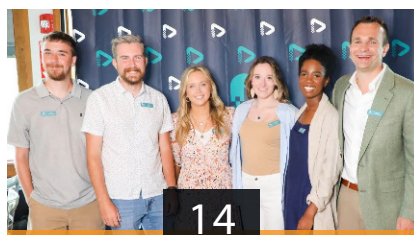
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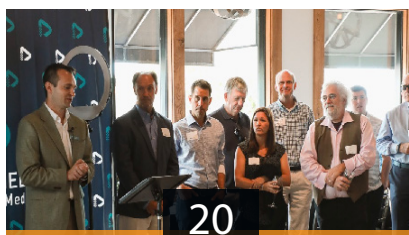
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Meet the Executive Director

Pictured is Executive Director Jonathan Grabowski greeting attendees at our rebranding event in July 2022 hosted at Station 8 in Marshfield.



Jonathan Grabowski

Executive Director

Jonathan was MCM'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

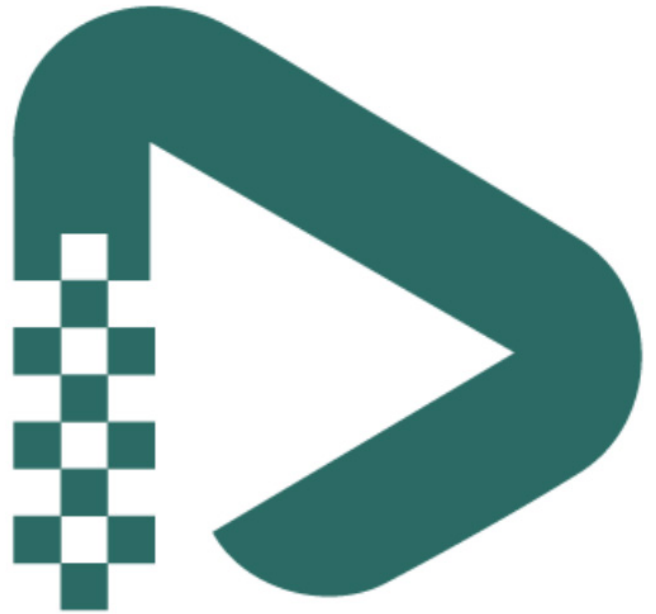
Dear Friends,

It is a privilege to be leading Marshfield Community Media, a mission driven organization which strives everyday to connect the Marshfield community through a variety of media formats.

2022 was a year of change for the organization, we said farewell to longtime Board Members Robert Marzelli Esq, James Robinson and Teresa DeLuca and on the staffing side Production Manager Jenn Palmer. We welcomed new faces to the Board of Directors with Adam Goodrich, Jayme Moore and Bill Battis bringing their own unique skills and backgrounds to the organization. On the staffing side, Yvana Osborne joined us in May as our Production Manager and Robert Goydas joined us in November to lead our expanding Marshfield Community News program.

The biggest change in 2022 was the move to the Marshfield Community Media brand. Over the years we've evolved from just being a TV studio to a multimedia hub for the community to create, share and see what makes Marshfield the place where people want to live, work and play. With that in mind, the organization decided a new name and logo that better reflected what we do was in order and as of July 1, 2022 we became MCM. We celebrated the re-brand at our Annual Meeting in July at Station Eight which was attended by members and community leaders.

I'd be foolish not to admit some of the challenges we are currently facing. The Covid-19 and its aftermath created greater community needs for MCM's services than ever before while at the same time our bandwidth has become narrower and narrower. There is also the challenge of people "cutting the cord" which has a direct impact on MCM as over 90% of our revenue comes from Cable Franchise Fees.



We are taking this challenge head on by expanding our underwriting and production service opportunities for local businesses. We are also working with MassAccess on a statewide bill that will level the playing field regarding Streaming operators use of Public Rights of Way with a portion of the revenue generated going to organizations like MCM.

There is still a lot to celebrate looking back on 2022 from another win at the MassCreator Awards to the launch of our High Definition Channel on Verizon to our work with organizations like the Marshfield Chamber of Commerce to the JBC PANS PANAS Foundation.

As always thank you for your support and look forward to working with you in connecting our community.

Jonathan Grabowski

Executive Director

February 2023



MCM Studio

MCM'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 through a mass storage asset management system.



About Us

MCM's Production Manager Yvana Osborne showing off the new MCM name and logo at the July 2022 Rebranding event.



What is MCM?

Marshfield Community Media 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.

MCM 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. From film to podcasts and more, the possibilities at MCM are endless.

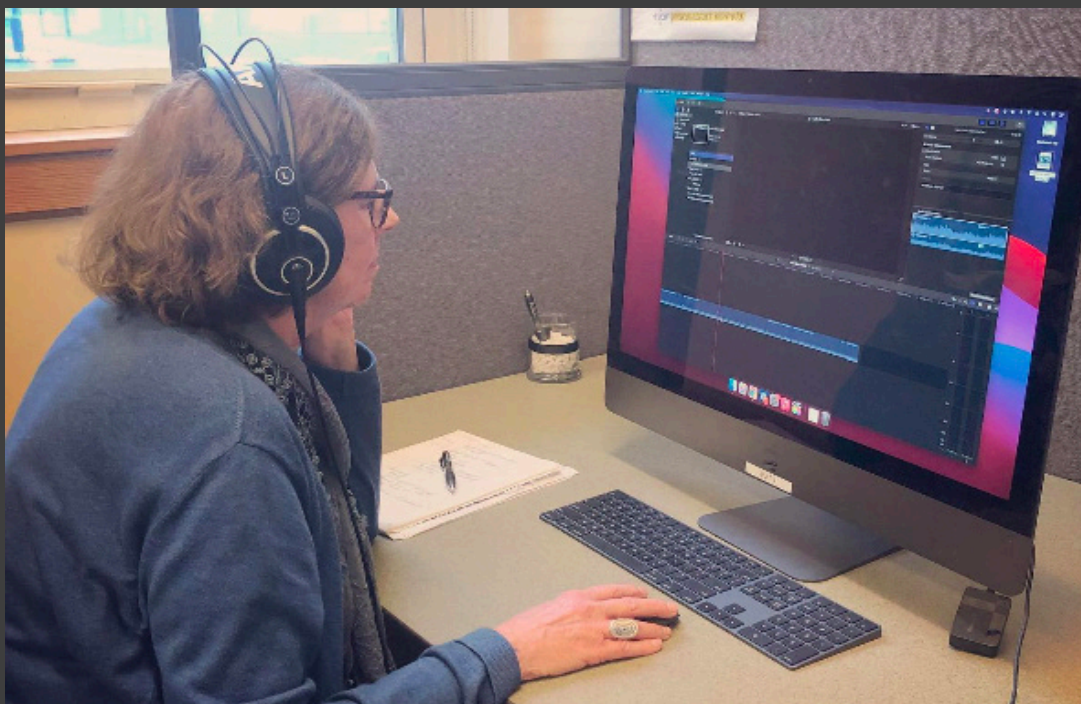
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Our Members

Members produce a substantial amount of the content seen on MCM's platforms. Kim Horyn can be seen above editing her podcast "Rebounce" in our edit suite.

MEMBERS ARE THE FOUNDATION OF MARSHFIELD COMMUNITY MEDIA

Without an engaged and active membership, MCM would not be where it is today. What makes MCM's membership special is its diversity. While our members range in ages, backgrounds, interests and skillsets they all share the belief in the importance of community media. Anyone interested in becoming a youtuber or creating their own podcast can reach out to us at anytime and get started asap. The possibilities of membership are endless and we are here to help in anyway we can.

Joe Pecevich continues 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, Eric Kelly host "The Open Chair" offering commentary and insight on goings on around town.

Joe Kelley's show "Cup of Joe" continues to bring us entertaining interviews with his studio show spotlighting people across the South Shore.

MCM 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.

Former MCM 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.

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.

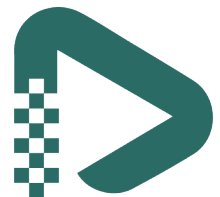
Kim Horyn joined us in early 2021 with her inspiring podcast idea to interview individuals who have overcome something difficult or challenging in their life. "Rebound" has now reached it's 13th episode.

Life coach Karen Rich and her cohost Ally Westberg started recording their podcast "Life Is All About Pie" with us and have impressed us all with her quick pick up on editing and continuing to put out new, helpful episodes each week.

Once again, MCM would like to thank our members for their dedication to producing excellent hyperlocal content throughout 2022.

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 MCM Offers

HIGH TECH, STATE OF THE ART AND USER FRIENDLY is essential to everything MCM offers. It's important to us that MCM 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 MCM. As a member you have access to training, equipment and facilities.



Support to the Marshfield Public Schools

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



Supporting open and transparent government

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



Production Services

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



“

Connecting the Community Through Media”



MCM Internships

Since 2008, MCM has given students who excel in the Marshfield High School Digital Media and Telecommunications programs the opportunity to intern at MCM 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 MCM productions. College Interns work on special projects and play a critical role in producing our newscast.



What can you do at MCM?

- 1 **Become a Youtuber!** 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 **Become a Podcaster!** 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 **Annual Meeting** or stop by for a tour of the facilities and learn more about our what equipment we have and our state of the art studios.
- 4 Volunteer to help with staff or member productions, or **film sports** with us to help us cover as many MHS games as possible to be aired for the community.





Our Team

The MCM Team won a NATOA Award of Honor in the Live Sports Event category for our coverage of the MHS Varsity Football Playoff game vs. Lincoln Sudbury last November.

The MCM Staff

Meet the Team

In addition to the Executive Director, MCM has six 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 MCM.



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 Rees
Membership & Marketing Manager

Kayla is responsible for all things membership from renewals to events & socials, she also took on the large task of our rebrand this year. She also handles our social media, our email blasts and manages the website.



Yvana Osborne
Production Manager

Yvana Osborne took on the role of Production Manager early last year and has proved to be a great addition to the production team.



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.



Jack Kelleher
Government Assistant

Jack Kelleher was also a former intern of MCTV and now assists Sean with all things Government programming.



Robert Goydas
News Director

Robert has been with us for just a few months but has jumped right into providing the Marshfield community with all the news coverage he can dig up.

BOARD OF DIRECTORS

The MCM Board of Directors had rebrand of it's own this year, adding 3 new members and welcoming a new President. The Board's role has always been to further MCM's growth and make sure the organization adheres to the financial and ethical standards of a non-profit organization and we have no doubt that our newest board of directors will exceed those expectations.

Julie Williams

MCTV Board President



Julie Williams became President in 2021. She is also Vice President of the South Shore Chamber of Commerce. She has lived in Marshfield for 20 years with her husband, Tim, and two sons, who are students at MHS. Her career has spanned various roles in advertising, publishing, and marketing. Her current role is the Vice President of the South Shore Chamber of Commerce, where she aligns her experience and skills in supporting economic growth for our region. Having joined the MCM Board in 2020 and now leading the organization as the Board President, Julie shares, "It is an exciting time to be part of MCM. I believe our community is taking notice of MCM's production talent and the impact of its connectivity to our town and beyond. I am also grateful to the Board and staff for their commitment to continuing this momentum for even greater success in 2023." We are honored to have Julie leading MCM in our new chapter!

MEET THE BOARD



Jayme Moore, Treasurer



Adam Goodrich, Clerk



William Battis, At-Large



Joseph Shrand, MD., At-Large



MCM Facts & Figures

Executive Director, Jonathan Grabowski is seen above preparing to film during our annual PSA Day.

MCM By the numbers

2022 WAS A BIG YEAR FOR MCM IN MANY WAYS. CHECK OUT SOME INTERESTING NUMBERS THAT TELL THE STORY.

9.5

HOURS

9.5 hours of Town Meeting were aired on our Government channel



27,242 ■

HOURS OF CONTENT

MCM aired a total of over 27,242 hours, 43 minutes and 42 seconds on our Public, Education & Government channels in 2022

82

MHS GAMES

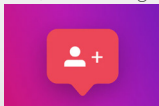
MCM covered 82 MHS Varsity sporting events consisting of MHS Varsity Sports such as Football, Boys & Girls Basketball, Soccer, Lacrosse, & more!

614

SIGN OUTS

MCTV Equipment and Facilities were signed out by users over 614 times in 2022

Social Media subscribers are at a total of 4,254. This number includes Facebook, Twitter, and Instagram.



Followers

4,254

MCM has 71 active members.



Members

71

MCM Staff and News interns produced 100 segments of Marshfield Community

News



Marshfield Community News

100



YouTube

64,939 VIEWS

In 2022 there were 64,939 views across our Youtube channel.



14

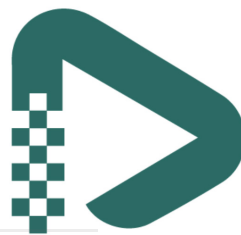
PSA DAY PARTICANTS

14 Local Non Profits and Government Organizations took part in our July 2021 PSA Day

1,519

PODCASTS DOWNLOADS

Users downloaded our member and staff produced podcasts 1,519 times.



3 Members created and produced their own podcasts in 2022 and are consistently putting out new episodes



New Podcasts

3

On of our Production Service videos, HeatSmart Marshfield: Wood Pellet Heating was watched 11.2K times in 2022



HeatSmart Marshfield: Wood Pellet Heating Rescue of Two

11.2k

We reached 727 subscribers on our Youtube channel this year



Youtube Subscribers

727



2022 Recap



In July of 2022, MCM officially announced it's rebrand and name change from Marshfield Community Television to Marshfield Community Media. Our members, friends, and partners in the community were invited to celebrate the big change with us at Station 8 in Marshfield.

2022 In Review

There were so many amazing memories from the year that was 2022. Here are some that left a lasting impression

NEW NAME & LOOK

The name change is important to let the Marshfield community and South Shore that we are more than just television. The new logo of a play button with digital pieces completing it is meant to represent the many pieces that go into media and connecting it to the community we serve. The color of the new logo was important to keep the Marshfield green while making sure it represented the oceanic community, which is why we chose a sea green color. A new look of course means a new sign in the studio, in our lobby, new swag (tshirts, water bottles, hand sanitizer, chapstick, etc.).

CREATOR AWARDS

MCM was nominated for yet another MassCreator Award in the Podcasting category and received a NATOA Award of Honor in the Live Sports Event category for our coverage of the MHS Varsity Football Playoff game vs. Lincoln Sudbury last November.

SCHOOL CELEBRATIONS

Marshfield Community Media collaborated with Marshfield High School to make sure the MHS Senior Class was recognized. In addition to broadcasting the Senior Awards and Senior Video, MCM produced live broadcasts of the Senior Prom Red Carpet event and the 2022 Commencement which was seen across the country via MCM's Facebook Live and Streaming Channel.

BEHIND FOR BUSINESS

MCM was thrilled to collaborate with the Marshfield and Chamber's of Commerce on their "Behind the Business" series during 2022. MCM produced a series of videos spotlighting local business owners and the reasons they decided to create their business.

THE RAM REPORT

Marshfield High School Athletics is a highly watched part of MCM's programming lineup. The new program goes deeper

into getting to know the coaches and athletes who represent the Rams. The Ram Report is hosted by David Snow and features sit down interviews with the players and coaches across the varsity sports lineup. The show is presented by The Jetty in Marshfield.

FACES OF MARSHFIELD

One of MCM's most enjoyed programs is Faces of Marshfield produced by Content Manager Sean Leary and Marketing & Membership Manager Kayla Rees. The video series features Marshfield community members whom you most likely are familiar with but might not know much about. Faces of Marshfield is a deeper dive into the person, how they got to where they are now and why they chose Marshfield for a place to call home. With guests from Chief Tavares to WATD's Christine James and most recently Marshfield Today's Karrie Greene. MCM is proud to spotlight these community members that make Marshfield the special place we all love.

REBRAND EVENT

MCM's Rebrand event was our biggest event since our 10 year anniversary party. Station 8 in Marshfield was the perfect host so we decided it would be a great space for us to celebrate again. Members, friends, and family all came out to support MCM as we transition from Marshfield Community Television to Marshfield Community Media in July 2022. The new name and logo were teased for weeks prior to get the community curious and excited about what our big announcement would be.

INTERNSHIP PROGRAM

Since 2008, MCM has High School and College aged intern work with us in creating community while furthering their knowledge base. From sports coverage to government meetings, Town Meeting and anything else that shows up in between, our interns are the reason we can cover as much as we do for the community.

COMMUNITY CHRISTMAS

MCM wrapped up the year as always collaborating with Marshfield Community Christmas in the production of its annual telethon. The 2022 telethon, hosted by Michael Maresco and Bill Bowers was produced live in MCM's Studio A and featured a live auction, pretaped performances and walk on guests.



Anywhere Anytime

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

MCM Anywhere, Anytime

Over the past several years you have heard MCM promote the concept of “Anywhere, Anytime” meaning that people can watch MCM 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 MCM 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 MCM content is released.

STREAMING CHANNEL

Found on MCM’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; MCM has created a Video on Demand platform which allows viewers to select from recently aired MCM content. The video on demand platform can be found through the MCM website by selecting “Recent Episodes” under the “Watch” tab.

ROKU

The MCM Roku App is free to download for all Roku users. The MCM 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 MCM’s extensive archive of content is through our Vimeo channels. In 2018 due to the large quantity of Government meetings, the MCM Government Vimeo channel was created as stand alone site.

YOUTUBE

In addition to our Vimeo content, MCM 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 MCM. Check out what games the staff is playing from Super Smash Bros Ultimate to iRacing.

HD CHANNEL

We recently introduced our HD channel, which can be found for Verizon subscribers on channel 2134.

Find Us Online



www.marshfieldcommunitymedia.com

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



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

Visit our Facebook page, like us and find out



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

Follow us for the latest tweets about MCM & sports schedules



[@MarshfieldCommunityMedia](https://www.instagram.com/MarshfieldCommunityMedia)

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



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

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



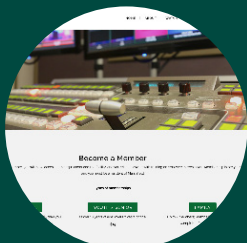
Search: Marshfield Community Media

Find items like news segments, sports and previews on MCM's YouTube Channel



[/marshfieldmedia](https://www.marshfieldmedia.com/podcasts)

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



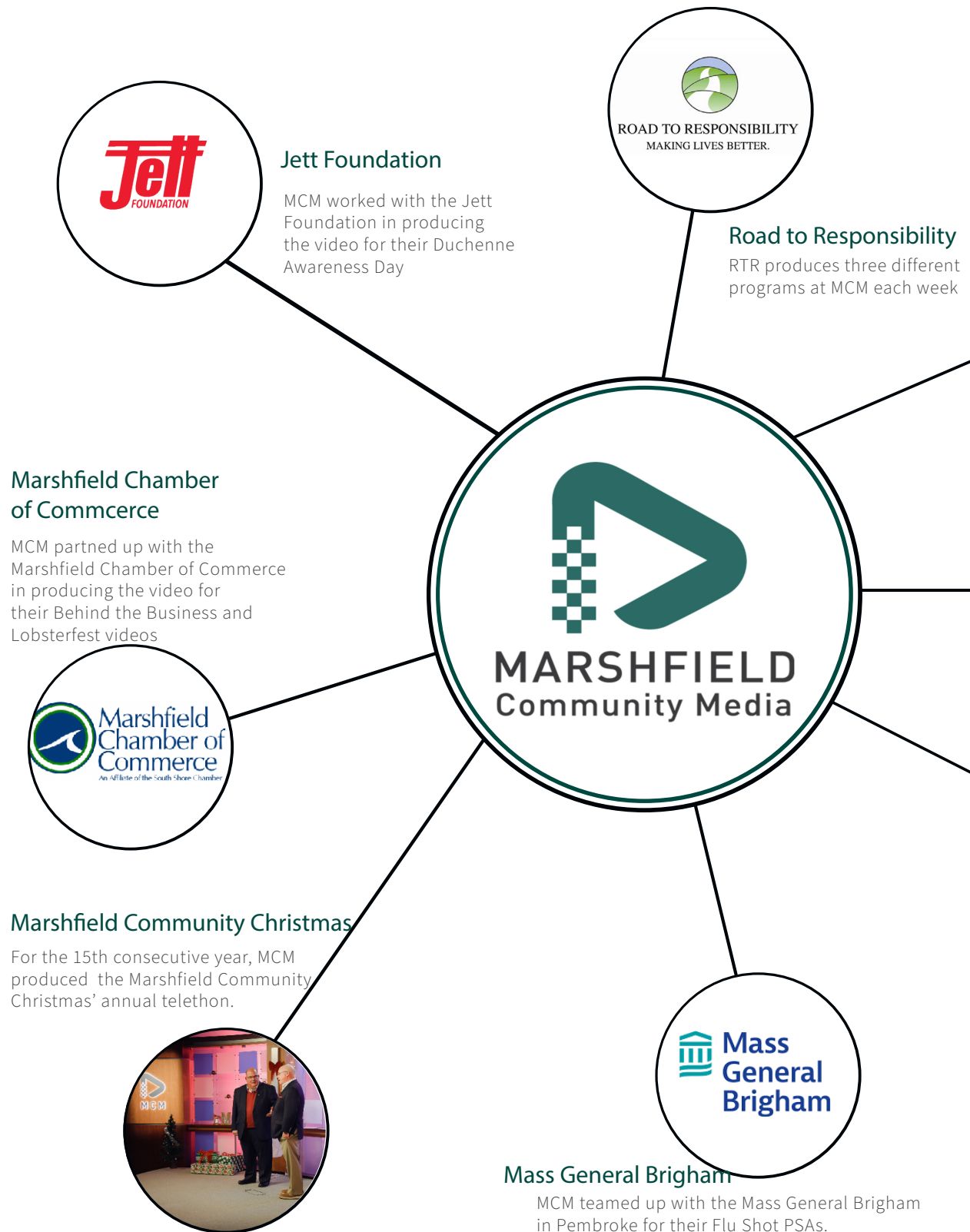
If you haven't visited our website www.MarshfieldCommunityMedia.com recently please check it out. The website includes station new episodes, information on programs and resources such as MCM documents and forms.



Who We Work With

MCM wouldn't be what it is without partner organizations. These partners support us through membership, content creation and awareness. The image above comes from our annual PSA Day with some of the Marshfield Boy's and Girl's Club members.

OUR PARTNERS





Marshfield Fair

MCM collaborated with The Marshfield Fair to create videos to promote the fair in upcoming years. Stay tuned for those videos coming in 2023.



JBC Pans Pandas Foundation

MCM collaborated with the JBC PANS & PANDAS Foundation for their gala video featuring those impacted by PANS and PANDAS



South Shore Chamber of Commerce

MCM collaborated with the South Shore Chamber in producing videos for their Hello! South Shore Campaign.

PSA Day



SUPPORTING NON PROFITS

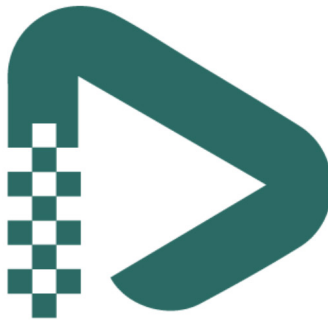
Every year, MCM holds a Public Service Announcement Day which is open to Government and Non-Profit organizations who support the Marshfield Community.

Organizations who register for time slots in advance come in that day and with the support of MCM 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. The videos are filmed in our large studio space using the green screen.

After post-production done by the staff at MCM, the PSA's air on our viewing platforms and each organization receives a copy of the finished video files 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 us 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 MCM. Some of them collaborate with MCM on special projects while others sign up for membership and create their own programming.



MARSHFIELD

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