



ANNUAL REPORT **2023**

A look back at 2023 as Marshfield Community Media continues in it's mission to connect the Marshfield community through media.

“

2023 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.”



TABLE OF CONTENT



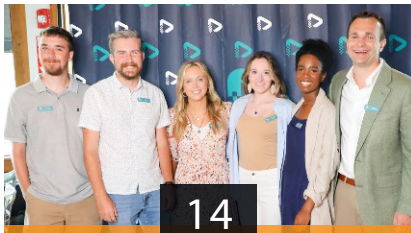
Meet the Executive Director



About Us



Our Members



Our Team



202 Recap



Who We Work With

Meet the Executive Director

- 06 Executive Director's Statement
- 07 The MCM Studio

About Us

- 09 What is MCM?

Our Members

- 11 Members are the Foundation of MCM
- 12 What MCM Offers

Our Team

- 15 Meet the Staff
- 16 MCM Board of Directors

MCM Facts and Figures

- 18 MCM by the Numbers

2023 Recap

- 21 2023 in Review

Anywhere, Anytime

- 23 MCM's Multiple Viewing Platforms
- 24 Find us Online

Who We Work With

- 26 Our Partners
- 27 PSA Day



Meet the Executive Director

Pictured is Executive Director Jonathan Grabowski speaking with MCM members.



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 ranging from video to podcasts.

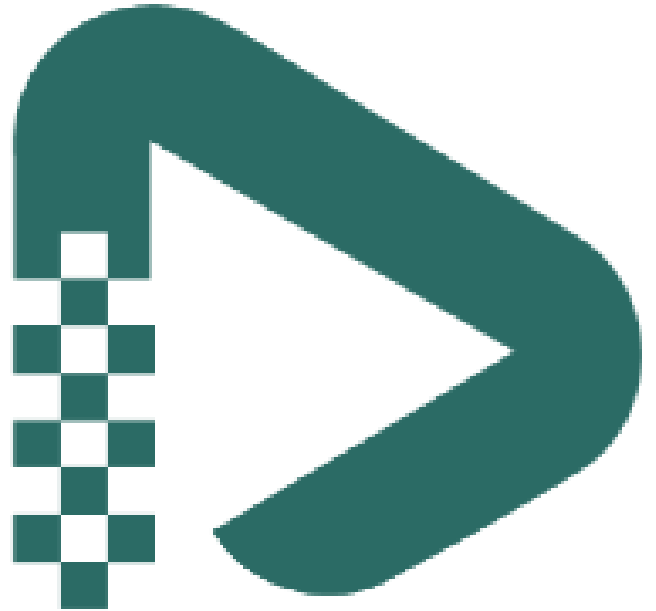
I typically write this note recapping all of MCM's accomplishments over the past year but this year I want to focus on "the why", why you should be involved and support MCM.

We create award winning content, we added two new pieces this past year to our collection of trophies with awards from the National Association of Telecommunications Officers and Advisors and the Telly Awards that showcase MCM's ability to create high end award winning content.

We support the business community; whether it's through our underwriting and production services opportunities to our collaborative efforts with the Marshfield Chamber of Commerce on the Behind the Business series and Let's Talk Business podcast, we gives local businesses an opportunity to be seen by their target market at an affordable price while being viewed as a community oriented business.

We support the non-profit community. There are so many great non profit organizations serving the Marshfield area and MCM is thrilled to collaborate with them through opportunities such as our PSA Day, the production of event videos and our non-profit specific podcast "The Non Profit World".

Not only does the MCM staff create award winning content but we educate and provide the resources to community members who want to create their own content ranging from podcasts to video content about what is important to them.



Most importantly, we connect the community whether it's all the things mentioned above to our coverage of MHS athletics to gavel to gavel coverage of Marshfield municipal Government, we make sure people are connected no matter where they are in the world and no matter what device they are viewing on.

If you agree with the things I mentioned above, we need your support. Cable revenue, which serves as MCM's primary source of income, is on a steep decline and putting MCM in a position where difficult decisions will have to be made that will significantly impact the community.

This is where you come in, we need you to be content creators, advocates and business partners for MCM. Don't let this important community resource fade away.

As always thank you for your support and we look forward to

Jonathan Grabowski

Executive Director
March 2024

1:56 13
NY - NY 1

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

Our proudly presented Telly Award in front of our green screen. MCM won this Telly Award for the Hello! South Shore campaign produced in collaboration with the South Shore.



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.

CONTACT US

Phone : 781-837-4384

Web: www.MarshfieldCommunityMedia.com

Email: info@MarshfieldCommunityMedia.com

167 Forest St
Marshfield, MA. 02050



Our Members

MCM member Aiden Kiely pictured above in his backyard while filming and episode of Faces of Marshfield.

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.

Our friends from Road to Responsibility work on their content each week, producing a variety of programs. On the Road with RTR has episodes featuring therapy dogs, gardening, Superbowl predictions & so much more.

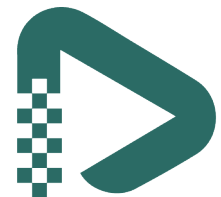
New member, Rick Larsen of Larsen Personal Safety & Firearms Training became a member with us in 2023 to share his knowlegde on gun safety. Our members come in with some great ideas and content and MCM's role is to just guide them through the process. Stay tune for Rick's safety training coming soon to our channels.

RTR member Tim has brought some travel content to our channels. Tim is constantly on the move, traveling to all different places; from Milwaukee to Wisconsin, Lake Michigan and more. You can follow Tim as he he takes us through all his adventures on "Tim's Travels."

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 works hard editing episodes of his own podcast where he interviews his friends in his basement. He also has a program called "Aiden's GoPro Show" which takes us through the life of a teenage through the lens of a GoPro.

Once again, MCM would like to thank our members for their dedication to producing excellent hyperlocal content throughout 2023. We have a few new members that will be getting some awesome content out in 2024 so stay tuned for what they have coming our way.



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. Pictured left is intern Will Nicholson doing play-by-play with us at Gillette Stadium during the 2023 Div 2 MIAA State Championship Title game.



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

Pictured above is the MCM staff.

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, as well as any of our media marketing and website content.



Yvana Osborne
Production Manager

Yvana Osborne handles everything from our larger productions to any short form videos, editing, and live coverage you see on our platforms.



Heather Allen
Production Assistant

Heather joined the staff in May of 2021 as our Production Assistant. If Heather looks familiar to you, she was one of our interns during her senior of 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 provides 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 organizaiton 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. We are honored to have Julie leading MCM and grateful to have her knowledge in our office!



We also said farewell to a founding board member and former board president, Dr. Joseph Shrand this year. Dr. Joe made a great impact with his contributions at the station over the years, since joining the board in 2008. MCM will miss Dr. Shrand and continue to uphold the mission that he co-founded.

MEET THE BOARD



Jayme Moore, Treasurer



Adam Goodrich, Clerk



William Battis, At-Large



Kim Sullivan, At-Large



MCM Facts & Figures

The MCM board members having a laugh before kicking off our 2023 annual meeting.

MCM By the numbers

2023 WAS A GREAT YEAR FOR MCM IN MANY WAYS. CHECK OUT SOME INTERESTING NUMBERS THAT TELL THE STORY.

209

NEWS STORIES

We covered 209 news stories in town in 2023.



27,701

HOURS OF CONTENT

MCM aired a total of over 27,701 hours of content on our Public, Education & Government channels in 2023

87

MHS GAMES

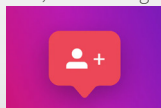
MCM covered 87 MHS Varsity sporting events consisting of MHS Varsity Sports such as Football, Boys & Girls Basketball, Soccer, Lacrosse, & more! Including the Superbowl game at Gillette Stadium!

564

SIGN OUTS

MCTV Equipment and Facilities were signed out by users over 564 times in 2023

Social Media subscribers are at a total of 5,148. This number includes Facebook, Twitter, and Instagram.



Followers

5,148

MCM has 65 active members.



Members

65

24K views from Marshfield Community News on YouTube



Marshfield Community News

24K views



76,484 VIEWS

In 2023 there were 76,484 views across our Youtube channel.



18

PSA DAY PARTICANTS

18 Local Non Profits and Government Organizations took part in our July 2023 PSA Day

944

PODCASTS DOWNLOADS

Users downloaded our member and staff produced podcasts 944 times.



MCM streamed live events that were viewed in 12 different countries in 2023.

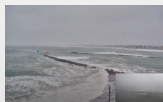


Worldwide viewers



12 countries

Our most popular YouTube video to date is MPD Marine Division and Harbor-master Rescuing Two Surfers



MPD Marine Division and Harbor-master Rescuing Two Surfers



15k views

We reached 1.17K subscribers on our Youtube channel this year



Youtube Subscribers



1.17K



2023 Recap



2023 In Review

There were so many amazing memories from the year that was 2023. Here are some that left a lasting impression

CREATOR AWARDS

MCM won our first Telly Award for our Hello! South Shore campaign in collaboration with the South Shore Chamber of Commerce. The Telly Awards showcase the best work created within television and across video, for all screens. Receiving over 12,000 entries globally from 6 continents and all 50 states, Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world. MCM is extremely proud and honor to have received this award.

SCHOOL CELEBRATIONS

Marshfield high school football team made it to the 2023 Div 2 MIAA State Championship Title game at Gillette Stadium. MCM was able to attend the game and film with play by play by Will Nicholson.

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 Steaming Channel.

BEHIND FOR BUSINESS

MCM was thrilled to continue our collaboration with the Marshfield and Chamber's of Commerce on their "Behind the Business" series during 2023. 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 Content Manager,

Sean Leary 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 MCM member, Aiden Kiely. Aiden invited us into his family's backyard which is designed to look like Fenway Park. MCM is proud to spotlight these community members that make Marshfield the special place we all love.

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.

BEYOND OCEAN AND MAIN

2023 brought back our magazine style program, Beyond Ocean & Main. The show features a range of different organizations in town, a spotlight on someone making a difference in the community, or a spot in town you may not know about. With a new intro, logo and consistent content, we are excited to have this back on everyone's screens in town.



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

Our longer programs can be found on Vimeo. 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.

FACEBOOK

Our Facebook page has become a popular streaming source for live events such as MHS Varsity sports, Graduation, Town Meetings & more.

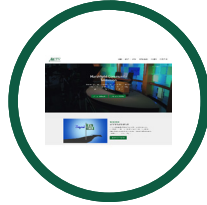
TWITCH

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



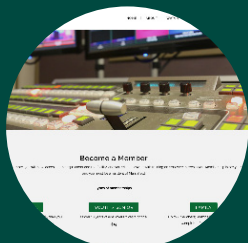
Search: Marshfield Community Media

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 was from MHS Class of 2023 Graduation ceremony.

OUR PARTNERS



McNamara Financial

McNamara Financial have been friends & members of MCM for a long time, in 2023 they upgraded to one of our sports sponsors



Road to Responsibility

RTR produces three different programs at MCM each week

Marshfield Chamber of Commerce

MCM partnered up with the Marshfield Chamber of Commerce in producing the video for their Behind the Business and Lobsterfest videos



JBC PANS & PANDAS Foundation

MCM produced JBC Video of Hope 2023 for their benefit to raise funds for those with PANS PANDAS



Tiny & Sons Auto Glass

Tiny & Sons was our lead sponsor for Marshfield Community News.



Work Local

Work Local was another one of our sports sponsors this year



South Shore Chamber of Commerce

MCM became a sponsor for the South Shore Chamber of Commerce in their monthly Coffee Connections networking meetings.

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. It has become one of our favorite events of the year.



MARSHFIELD Community Media

info@marshfieldcommunitymedia.com

781-837-4384

167 Forest St
Marshfield, MA. 02050

www.marshfieldcommunitymedia.com