

MMCTV

Town of Richmond

Request for Special Appropriations

Request for Fiscal Year: 2018-2019

Organization's Name: Mount Mansfield Community Television, Inc. (MMCTV)
Address: 35 West Main St./PO Box 688
City, State, Zip: Richmond, VT 05477
Website address: www.MtMansfieldCtv.org

A. GENERAL INFORMATION

- 1. Program Name: MMCTV Richmond Public Meeting Video Coverage
2. Contact Person/Title: Angelike Contis, Executive Director

Telephone Number: (802) 434-2550
E-mail address: angelike@mmctv15.org

- 3. Total number of individuals served in the last complete fiscal year by this program: 3,000 or estimated 25% of our 12,000+ (cable + online viewers)
4. Total number of the above individuals who are Town residents: 3,000 (estimate)
Please attach any documentation that supports this number. Comcast subscriber numbers for 3 towns: Comcast subscriber/Vimeo info attached

Percent of people served who are Town residents: 90%

- 5. Amount of Request: \$3,200
6. Total Program Budget: \$6,460 (labor only, 70 meetings/related videos) Percent of total program budget you are requesting from the Town of Richmond: 50%
7. Please state or attach the mission of your agency: Providing public access television programming and services to Jericho, Underhill and Richmond, VT

- 8. Will the funding be used to:
[X] Maintain an existing program [] Expand an Existing Program
[] Start a new program

- 9. Has your organization received funds from the Town in the past for this or a similar program? No

If yes, please answer the following:

- a. Does the amount of your request represent an increase over your previous appropriation? If yes, explain the reason(s) for the increase.

- b. Were any conditions or restrictions placed on the funds by the Selectboard?
If yes, describe how those conditions or restrictions have been met.

B. PROGRAM OVERVIEW

1. Statement of Need: Identify the issue or need that the program will address (use statistical data to justify the need for the program). To what extent does this need or problem exist in the Town of Richmond? MMCTV's coverage of town meetings contributes an important depth and transparency to meeting records, as well as offering archival value. Our videos allow those who are not able to attend in person to have access to discussions.

2. Program Summary:

a. Identify the target/recipients of program services. Specify the number of Town residents your program will serve during the fiscal year and explain the basis upon which this number is calculated. Indicate any eligibility requirements your program has with respect to age, gender, income or residence.

MMCTV's video coverage of town meetings are accessible to all Richmond residents (no restrictions) at the town office or MMCTV studio archives, to those who have Internet services on demand online and to an estimated 1,000+ Richmond Comcast cable subscribers. Meetings are also available to purchase on DVD.

b. Identify what is to be accomplished or what change will occur from participating in the program. How will people be better off as a result of participating in the program? Describe the steps you take to make the project known to the public, and make the program accessible and inclusive?

Since 1997, MMCTV's coverage of town government meetings has helped the public be better informed on general policies and details alike of town decision-making. This contributes to the health of public discourse, with video coverage offering a nuanced look at what was stated on public record.

MMCTV has hosted meeting videos online since 2012, and has more recently built its live meeting coverage capability. MMCTV lets people know about its services by providing video links and through efforts including an electronic newsletter, newspaper articles/advertisement, Front Porch Forum posts, and both a lively social media and real world presence.

3. Program Funding:

a. Identify how Town funds, specifically, will be used (i.e., funds will provide "X" amount of units of service.) \$3,200 in funds will help MMCTV cover over 140 hours of videography and editing time. While this does not cover all of the labor time (or any overhead) involved in our coverage and sharing of town public meetings, it will be instrumental in helping us continue to provide this vital service to Richmond's public in a time when our major income source, cable revenue, is declining. We are seeking support from our stakeholders, including all three towns.

b. List the other agencies to whom you are submitting a request for funds for this program and the amount requested. How would this program be modified should revenues be lost?

We are not applying to any other agencies for Richmond video coverage, but are turning to each of our three towns with individualized requests. Without this financial support, we may be forced to reduce the number of meetings we cover or shrink other MMCTV programs.

C. ORGANIZATIONAL CAPACITY

1. Describe your agency's capability to provide the program including its history, previous experience providing this service, management structure and staff expertise. We have a proven track record, having offered this service (for free) for 21 years, constantly upgrading our services on a tight budget to keep up with technological and viewing habit changes. We have an experienced staff of video professionals and committed field producers. MMCTV also benefits from an active role in the Vermont Access Network, made up of 25 public media centers.

2. How will you assess whether/how program participants are better off? Describe how you will assess program outcomes. Your description should include: what (what kind of data), how (method/tool for collecting the data), from whom (source of data) and when (timing of data collection)

We work closely with the town, ask for feedback in online viewer polls, as well as in-person at events such as Town Meeting Day. We respond to viewer inquiries and track online viewing statistics of video programs and live events, as well as references to our work in a variety of places, including meetings themselves.

3. Summarize or attach program and or service assessments conducted in the past two years. MMCTV's 2017 Annual Report attached, which was filed with the state

4. Does your organization have a strategic plan and a strategic planning process in place? Not yet, but we hope to start on this in 2019. Until then, attached is a 3-year Access Plan. If yes, please attach your plan.

The strategic plan should include a mission statement, goals, action steps to achieve the goals, and measures that assess the accomplishments of the goals.

5. What is the authorized size of your board of directors? 4
How many meetings were held by the board last year? 4

I, the undersigned, confirm the information contained herein is accurate and can be verified as such. I understand and agree that if the requested funds are approved, the disbursement of funds are subject to all conditions established by the Richmond Selectboard.

Signature of Applicant



Date 11/28/18

Angelike Contis, MMCTV Executive Director
Print Name of Applicant and Title