

Town of Richmond

Request for Special Appropriations

Request for Fiscal Year: FY21

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+ local residents
- 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: Internet Archive (online viewing) and Comcast subscriber info attached

Percent of people served who are Town residents: 90%

- 5. Amount of Request: \$3,340
- 6. Total Program Budget: \$6,680 (videography/editing labor for est. 70 Selectboard/Water-Sewer/DRB meetings/related videos plus editing labor for 27 planning meetings) 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? Yes

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. Slight increase due to editing time for new Planning Meeting series. Town covers videography costs for those.
- 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. Our videos allow those who are not able to attend in person to access meetings.

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 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 policies and details of town decision-making. This contributes to the health of public discourse, with video coverage offering a nuanced look at discussions.

MMCTV has hosted meeting videos online since 2012 and, more recently, has developed its live coverage capability. MMCTV provides video links and podcast links on its website, and produces a monthly electronic newsletter, local newspaper articles/ads, Front Porch Forum and Facebook posts and presence at major events.

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 half of our videography/editing cost for over 330 hours of videography and editing time. While this does not cover all labor time (or any overhead) involved in our coverage, transmission and uploading of public town meetings, it will be instrumental in helping us maintain a 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.

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 22 years, constantly upgrading our services on a tight budget to keep up with technology and viewing habits. We have an experienced staff of video professionals and committed field producers. MMCTV is active 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 on a weekly basis, ask for feedback in annual online viewer polls, as well as in-person at events throughout the year like Town Meeting Day. We respond to viewer inquiries daily and track online viewing statistics of video programs and live events.

3. Summarize or attach program and or service assessments conducted in the past two years. ___ MMCTV's 2018 Annual Report attached, which was filed with the state

4. Does your organization have a strategic plan and a strategic planning process in place? ___ No, but our 3-year Access Plan is included in the Annual Report. Note: in 2019-2020, we hope to work with you on a proposal to create an Internet-based MMCTV online channel and to improve municipal audiovisual facilities. 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 ___ 10/02/19 _____

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

MMCTV Richmond Program Views Internet Archive
January - Sept. 24, 2019 (Not including Oct - Dec)

VIEWS	NAME
276	TownMeetingSnapshot2019
192	RichmondTownMtg03052019
144	RichmondSelectbd05202019
133	RichmondSelectbd03182019
118	RichmondSelectbd04012019
113	RichmondDRB04102019
109	RichmondSelectbd06032019
105	RichmondSelectbd05062019
102	RichmondPlanning04172019
88	RichmondPlanning04032019
85	RichmondSelectbd06172019
81	RichmondSelectbd04152019_201904
79	mmtvvt-Richmond_Selectboard_1-22-19
78	RichmondDRB05082019
77	RichmondPlanning05012019
76	mmtvvt-Richmond_Selectboard_1-7-19
74	RichmondPlanning03202019
70	mmtvvt-Richmond_Selectboard_2-4-19
69	richmondselectbd07152019
68	RichmondSelectbd03042019
67	RichmondPlanning05222019
62	richmondselectbd07082019
60	RichmondPlanning05152019
57	mmtvvt-Richmond_Selectboard_2-19-19
55	RichmondDRB06122019
55	richmondplanning07172019
51	richmondrrb07102019
51	RichmondPlannning05092019
51	richmondselectbd08192019
48	RichmondPlanning06052019
48	richmondselectbd08052019
47	RichmondDRB03122019
43	RichmondWaterSewer03042019
43	RichmondWaterSewer04012019
41	RichmondWaterSewer05202019
40	RichmondWaterAnnualMtg05212019
38	richmondrrb08142019
37	RichmondPlanning06192019
37	RichmondWaterSewer04152019

36 mmtvvt-Richmond_Development_Review_Bd._1-9-19
 35 RichmondWaterSewer03182019
 34 richmondwatersewer07152019
 32 mmtvvt-Richmond_Development_Review_Bd_2-13-19
 32 richmondplanning08202019
 32 RichmondWaterSewer06032019
 32 RichmondWaterSewer06172019
 31 RichmondWaterSewer05062019
 31 richmondwatersewer07012019
 31 richmondwatersewer08052019
 30 mmtvvt-Richmond_Police_Chief_Candidates_Public_Forum_2-11-19
 27 richmondplanning07032019
 27 richmondplanning08072019_201908
 27 richmondselectbdzoninghr08272019
 21 mmtvvt-Richmond_Water_Sewer_1-7-19
 19 richmondselectbd09032019
 18 richmondwatersewer08192019_201908
 17 mmtvvt-Richmond_Water-Sewer_Cmsn._1-22-19
 17 mmtvvt-Richmond_Water-Sewer_Cmsn._2-19-19
 16 richmondrrb09112019
 14 richmondselectbd09162019
 11 richmondplanning09122019
 10 mmtvvt-Richmond_Water-Sewer_Cmsn._2-4-19
 10 richmondwatersewer09032019
 7 richmondwatersewer09162019

3665 TOTAL VIEWS RICHMOND MEETINGS (Jan-Sept. 2019)

MMCTV Online Statistics

In March 2019, we switched from Vimeo to Internet Archive as our main platform. Since January 2019, we have had over 17,800 “downloads” or plays of our new videos. There are additional online views when we have streaming events.

MMCTV Cable Viewing Statistics

Comcast subscribers are now at 2,300 in our three towns, down from 2,358 in 12/21/17. A little less than half are Richmond residents. See below note.



PIERCE, MELISSA <Melissa_Pierce@comcast.com>

9/26/2019 10:52 AM



To: Angelike Contis

Angelike,

The most recent figures I have indicate 2,302 Basic video subscribers in MMCTV's service territory. Good luck with the funding requests!

Melissa R. Pierce

Manager, Government & Regulatory Affairs

Western New England Region

Phone: 802-776-1632

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