A look back at 2019 as Marshfield Community Television as it continued in its mission to connect the Marshfield community through media.
2019 WAS A YEAR FULL OF GREAT PROGRAMMING, PRODUCTIONS AND ADVANCEMENTS IN NEW MEDIA AT MCTV

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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 technologic hub of the Marshfield community that connects citizens, organizations and government.

MEET THE EXECUTIVE DIRECTOR

One aspect of MCTV’s Mission is to help community organizations create awareness for their organization. MCTV does this by helping them with social media and video production. One of our biggest productions of the year is the Marshfield Community Christmas Telethon which supports over 300 families in the Marshfield community. Executive Director Jonathan Grabowski served as Technical Director for MCTV’s live production of the telethon.
FROM THE EXECUTIVE DIRECTOR

MORE THAN JUST A TV STUDIO

It gives me great pleasure to report on what has been an amazing 2019 at MCTV.

Typically when I write something of this nature I give thanks to the MCTV staff in the later half of the document, this time however I’m leading off by thanking them.

I’m fortunate to work with the best staff in Community Media; they’re professional, open to growth and most importantly amazing people. Over the past few years MCTV has put a considerable amount of effort in regards to not just being a TV Studio but a true media center that serves the Marshfield Community.

In 2019, the MCTV staff took that concept to heart and ran with it by creating content and opportunities that were non-traditional in the function and audiences they reached. Two items were note were our activities in regards to Gaming and Podcasting.

Several members of the MCTV staff are active in gaming and felt it was a way for MCTV to connect with people in the community. In February 2019 MCTV held its first ever Super Smash Bros. Ultimate Tournament where 64 teens duked it out to find out who was the King of Smash.

There were close to 1,000 downloads of Podcasts created by MCTV Staff and Members during 2019. Our newest podcast “Let’s Talk Business” was created by the MCTV Staff as a way to spotlight local businesses and business people. The early success of the podcast led to a collaboration with the Marshfield Chamber of Commerce in spotlighting the podcast and promoting MCTV’s efforts.

In February of 2019, MCTV held its first ever Super Smash Bros. Ultimate Tournament.

64 teens duked it out over eight hours to find out who was the King of Smash.

In addition to our non-traditional content, MCTV members and staff produced a wide variety of content that was of interest to our community. Programs like Faces of Marshfield, The Dr. Joe Show, Hero in U. and Rita’s Delicious Dishes captured what makes Marshfield the place to live, work and play.

I want to thank our members for efforts, contributions and input over the last year. The feedback we receive from our annual member survey plays a vital role in how MCTV operates.

Finally, 2019 was an exciting year in regards to our community partnerships. Over the course of the year we were able to work with so many wonderful groups who serve Marshfield and the surrounding communities. This year provided us with opportunity to work with Friendship Home, Father Bill’s and Mainspring and Alice’s House helping them by create content that creates awareness and shows the mission of these organizations.

Jonathan Grabowski
Executive Director
February 2020
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.

Marshfield Community Television exists to give the public access to the communication medium of digital media. The public includes all individuals who live, work or have taxpayer status in Marshfield and to all organized groups with offices in Marshfield. Marshfield Community Television accepts all types of information and expression and welcomes a diversity of views.

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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 its diversity. While our members range in ages, backgrounds, interests and skillsets, they all share the belief in the importance of community media.

Longtime MCTV Board Member and Producer Arnie Briggs still continues to be involved with MCTV by providing his political expertise on our Election Night Special and was also the first person featured on our “Faces of Marshfield Series.”

The South Coastal Hockey League’s 30th season wrapped up with a legendary 2019 with the Toros winning both the Winter and Fall 2019 Championship.

Continuing the hockey theme, MCTV member Joey Burke’s program “Rink Rats” featured New England Hockey legends such as Stanley Cup Winner Kevin Stevens and legendary BU Hockey Coach Jack Parker.

Jensen DeNoyes continued his program “Hero In U” focusing on important topics such as perseverance and self-awareness.

Producing programs dating back to before MCTV’s establishment, Joe Pecevich and Bob Parkis are weekly staples providing commentary on what’s going on in town. Joe’s show “Control Room” airs live every Wednesday night and Bob’s program “Talk of the Town” is live every Thursday.

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

“Rita’s Delicious Dishes” came back for a second season cooking up a wide variety of simple to make meals that anyone can make.

Joe Kelley’s show “Cup of Joe” created nine new episodes of great conversation with MCTV Staff, people involved with Road to Responsibility and various community leaders.

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.

Teresa Deluca continued her program “Read Rant Repeat” which promotes young adult literature. This year’s episodes featured novels written by the likes of Neal Shusterman.
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.

HELPING LOCAL NONPROFIT ORGANIZATIONS
MCTV hosts an annual Public Service Announcement Day open to all non profit organizations serving the community to help them gain awareness. In addition to that, MCTV collaborates with non profits on various specials projects.

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.

2. Create a podcast; podcasting is one of the newest opportunities for people to create content for the Marshfield Community.

3. Come to events like our Member Socials and Tech & Treats. MCTV events like these allow for members to share ideas and get to know each other

4. Not interested in producing your own show but still want to be involved? Volunteer to work on an MCTV Member or Staff production

"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.
Continuing education and 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 skill set 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 runs many of our MHS sports productions.

KAYLA MACDONALD
Membership & Marketing Manager
Kayla is responsible for all things membership from renewals to member socials. She also handles our social media, our email blasts, and manages the website.

HAYLEY HERMAN
Production Assistant
Hayley interned during the summer of 2018 as part of our college internship. After graduating college, Hayley joined us as our Production Assistant.

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 is 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
Russell Haskell, Vice-President
James Robinson, Treasurer
Teresa Deluca, Clerk
Joseph Shrand, MD., At-Large

MCTV FACTS & FIGURES

The photo above comes from Marshfield FACT’s airing of MCTV’s Opioid Abuse Documentary. After the airing of the documentary, a Q&A was held with those on the frontline of the fight.

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MCTV BY THE NUMBERS

2019 WAS ANOTHER BANNER YEAR FOR MCTV. CHECK OUT SOME INTERESTING NUMBERS THAT TELL THE STORY.

24,324 HOURS OF CONTENT
MCTV aired a total of over 24,324 hours on our Public, Education & Government channels in 2019.

64
In February of 2019, 64 teens duked it out one Saturday at MCTV to see who was The King of Smash.

46
MHS GAMES
MCTV covered 46 MHS Varsity sporting events consisting of MHS Varsity Sports such as Football, Boys and Girls Basketball and Boys and Girls Soccer.

8,502 HOURS STREAMING
MCTV streamed over 8,502 hours of content on our Streaming Channel.

12 Hours
MCTV broadcasted live over 12 hours Town Meeting across 3 different nights.

15 PSA DAY PARTICANTS
15 Local Non Profits and Government Organizations took part in our April 2019 PSA Day.

849 SIGN OUTS
MCTV Equipment and Facilities were signed out by users over 849 times in 2019.

4,383
Canon 3 was signed out by members for a combined total of 4,383 hours.

1,260
Studio A was reserved for a total of 1,260 hours during 2019.

35
MCTV Staff and News interns produced 35 episodes/segments of Marshfield Community News.

978
Podcasts produced by MCTV members, staff and interns were downloaded in 2019.

1,001
Lara Brait’s Meet the Candidates episode had 1,001 views on Vimeo.

24
Episode 17 of Rita’s Delicious Dishes was downloaded by other stations 24 times off of the Mass Media Exchange.
2019 Recap

During the Summer of 2019, State Senator Patrick O’Connor joined us for a special edition of Marshfield Community News to discuss the state budget and funding coming back to the district.

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2019 In Review

There were so many amazing memories from the year that was 2019. Here are some that left a lasting impression.

Staffing Changes
During the Summer, former Production Assistant Desmond O’Neill left us to pursue new opportunities. To fill Desmond’s former role, MCTV hired Hayley Herman who interned for us during the summer before her senior year of college.

Extreme Makeover
Marshfield Community News featured a local family who was nominated to be on Extreme Makeover: Home Edition. The feature on the Schmid family and their son’s fight with Mitochondrial disease had over 2,300 views on MCTV’s Youtube Channel.

Election Emotions
MCTV captured joys of victory and the agony of defeat as it covered Marshfield Town Elections this past Spring. MCTV’s Meet the Candidates program featured interviews with those running for offices such as Board of Selectmen and School Committee. MCTV’s election coverage concluded with our traditional Election Night Special.

MCTV Goes to South
MCTV Executive Director Jonathan Graowski attended the National Association of Telecommunications Officers and Advisors (NATOA) national conference which was held in Tampa in late September. The conference featured topics relevant to MCTV matters such as the new FCC order on PEG in-kind contributions and content creation for municipal government.

Meeting with Markey
On April 1st, MCTV and other members of MassAccess met with Senator Ed Markey at his Boston office to discuss there concerns about the FCC’s then notice of proposed rule making concerning in-kind contributions to PEG.

After a roundtable session, the Senator held a press conference voicing his displeasure with the FCC’s proposals.

SMASHING AWAY
MCTV got into the game Super Smash Bros Ultimate in 2019, hosting a one-day tournament in February and a league during the summer.

In addition to Smash, MCTV staff held a Mario Party stream as well as streams featuring several other video games.

Town Meeting Article
MCTV was on the other side of the camera at the 2019 Annual Town Meeting. Due to changes in the way MCTV receives it’s funding from Comcast and Verizon, MCTV Executive Director Jonathan Grabowski presented two articles at town meeting. The first to establish a special revenue account and the second to fund the account for MCTV’s purposes for 2020.

Both articles passed town meeting with a clear majority and applause from the audience.

Member Socials
Member Socials provided an opportunity for members to get to know each other and socialize out of a production setting. Member Social highlights from this year included the Summer Ice Cream Social and the Ugly Sweater Social that was held before the Holidays in December.

New Content
In the fall of 2019, the MCTV created a new series called “Faces of Marshfield” which spotlights people who make Marshfield the great community it is. Recent subjects include Police Chief Phil Tavares, Marshfield FACTS Jenn Cantwell and WATD & TIC’s Christine James.

In an effort to promote local businesses and business leaders in Marshfield, the MCTV created “Let’s Talk Business”, a sit-down podcast which also has a video portion. After the early success of the program, the Marshfield Chamber of Commerce came on board and became our partner in spotlighting local businesses.
MCTV Anywhere Anytime

In addition to our three channels on Comcast and Verizon, MCTV gives viewers the ability to watch their favorite MCTV programs anywhere in the world at anytime on the platform of their choice.

All online based content is in High Definition!

Over the past several years the ways people watch their favorite content has changed. Appointment viewing, as in tuning in at particular time to watch a show has passsed.

In addition to that, the platforms through which we watch have significantly increased. In addition to the Television we have the computer, the tablet and the smartphone.

In order to meet the preferences of our viewers and to open MCTV to a whole new group of viewers we launched the initiative titled “MCTV Anywhere, Anytime”.

Through this initiative, individuals can watch content at their own convenience on a device of their choosing. It’s allowed those who may not live in Marshfield all year round to catch up on what’s going on when they’re not there. It’s also allowed families who live out of town to cheer on family members when MCTV streams live coverage of MHS Sporting Events.

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

One of MCTV’s greatest accomplishments over the past few years has been the construction and release of the MCTV Roku App.

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. In addition to video games, MCTV has recently been broadcasting it’s live coverage of MHS athletics.
Find Us Online

- www.marshfieldtv.org
  Visit our website for forms, schedules, links and information about MCTV
- /MarshfieldCommunityTelevision
  Visit our Facebook page, like us and find out more about what goes on at MCTV
- @marshfieldtv
  Follow us for the latest tweets about MCTV
- marshfieldtv
  Get an insider’s view of what goes on at MCTV by following us on Instagram
- /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
  Download hours of podcasts created by MCTV staff, interns and members

Over the course of 2019, MCTV worked with its web developer to improve usability and consistency of the website. Improvements included revisions to the

WHO WE WORK WITH

MCTV wouldn't be what it is without partner organizations. These partners support MCTV through membership, content creation and awareness. Our partners take advantage of opportunities given by MCTV such as membership, PSA days and Special Projects.
OUR PARTNERS

Boys & Girls Club of Marshfield
MCTV produces the Annual Gala Video. In addition to that, the club is a longtime member of MCTV.

Road to Responsibility
PSA Day participants and longtime members who produce three programs.

MCTV

Marshfield Chamber of Commerce
MCTV worked with the chamber to produce a video promoting their internship program.

Marshfield Facts
MCTV teamed up with Marshfield FACTS to do a showing of MCTV’s Opioid Documentary, followed by a post-screening Q&A with local officials on the crisis.

Talking Information Center
TIC & MCTV have teamed up to do PSA’s and Radio Plays.

FDA
MCTV produces the Annual Gala Video. In addition to that, the club is a longtime member of MCTV.

Road to Responsibility
PSA Day participants and longtime members who produce three programs.

FRIENDSHIP HOME
MCTV collaborated with the Friendship Home to produce the video for their gala.

Father Bill’s & Mainspring
MCTV collaborated with Father Bill’s to produce a video for their annual Foodfest.

Alices House
MCTV Staff and Interns worked with Alice’s House during the summer of 2019 to produce a video on the history of the Alice’s House.

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 are, 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.