**CAC Evaluation Findings Relative to MCCI/MCTV**

**Calendar Year 2018**

Calendar Year 2018 MCCI/MCTV Evaluation Findings:

The Montague Cable Advisory Committee considered six distinct dimensions of MCCI/MCTV’s performance in its evaluation, conducted over two meetings on March 4 and April 4 2019. Overall ratings were “very good” to “excellent” and the Committee moved to convey its full support and positive recommendation for an extension of the existing PEG Access provider agreement between the Town and MCCI/MCTV for the remaining seven (7) year period referenced in the original agreement of 2016.

The six dimensions considered included: scope and quality of program, outreach and engagement, community and member training, capital asset management, fiscal management, and strategic vision.

In no area was MCCI/MCTV found to substantially lacking, and it was noted that, to the extent the community has offered feedback to committee members, it has generally been positive. Substantive enhancements in program volume, content diversity, and broadcast capabilities (e.g. remote broadcast capacity) were noted, as was apparently solid management of budget and capital assets.

The committee did identify opportunities to enhance performance, most notably in relation to outreach and engagement, where it was urged that additional effort be made to develop connections to the Latino community and add locally developed Spanish language programming. Additionally, it was requested that outreach to K-12 schools be re-initiated, and that MCCI/MCTV continue to work with local partner organizations, as it has done so ably in recent years, and with Town committees to expand broadcast of their deliberations.

Some additional suggestions included addition of more local youth sports broadcasts, adding oral history features related to the local area, adding weekend station hours, initiating a programming exchange with other local PEG Providers, and working to bridge the gap with a younger generation that uses and produces video with their phones, and shares content through YouTube and other social media platforms.