

Section IX

Minuteman Media Network

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Mission Statement

The mission of Minuteman Media Network (MMN) is to enable the citizens of Concord to learn, listen and communicate through television and web-based media services. As an integral service in the community, MMN endeavors to manage and improve upon its electronic forum in order to encourage the free exchange of information and ideas of our citizenry.

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MMN Highlights

- In FY20, revenues are budgeted to be \$414,352, which includes \$327,903 from the Town’s Comcast Franchise Fees paid quarterly. MMN anticipates receiving \$56,970 from the Town of Carlisle for services related to their community’s needs and a modest amount of revenue, \$1,125, received through program and other PEG-offerings that carry a small participation fee.
- In FY20, expenses are budgeted to be \$327,903, which includes \$290,113 related to personnel expenses and a modest amount of \$23,990 for non-personnel related services such as custodial and utility services for the studio located in the High School, web hosting charges, and digital signage fees related to MMN’s website as well as other miscellaneous office supplies and minor fees.

Expenditure Summary

	FY17 Actual	FY18 Actual	FY19 Revised	FY20 Proposed
Operating Income	\$ -	\$ -	\$ 100,985	\$ 86,449
Net Income	\$ -	\$ -	\$ 127,298	\$ 110,614
Fund Balance	\$ -	\$ -	\$ 1,238,934	\$ 1,081,648

Description:

Pursuant to Section 611 of the Federal Communications Act, local franchising authorities, such as Concord, are able to require certain cable operators, such as Comcast, to set aside channels for public, educational, or governmental ("PEG") use by and through the community.

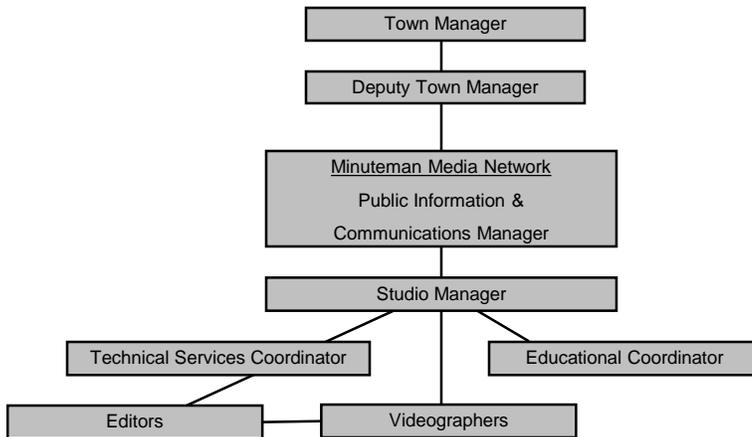
Public access channels are available for use by the general public for a variety of shows, ideas, programs and documentaries.

Educational access channels are used by educational entities for programming related to schools and school-sponsored activities.

Governmental access channels are used for programming by local government and are used as an educational tool for the community to learn about what their civic and community leaders are doing.

In October of 2018, the Town assumed responsibility for the services and operations of the PEG Services Division from Concord-Carlisle Television, Inc. (CCTV).

PEG Services in Concord are run by Minuteman Media Network (MMN) and are overseen by the Public Information Division, which is managed by the Public Information and Communications Manager and overseen by the Deputy Town Manager.



Comcast Franchise Agreement:

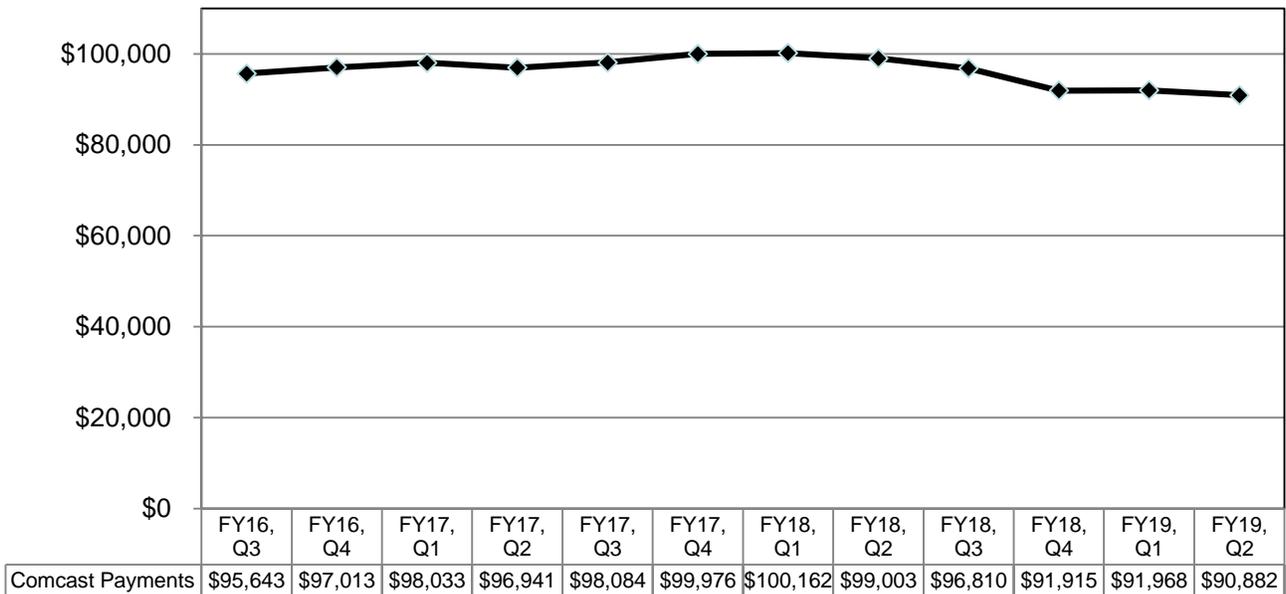
The Select Board issued a License Agreement to Comcast of Massachusetts III, Inc. for the period from April 22, 2014 through April 21, 2024, which authorizes the company to provide non-exclusive cable television and other telecommunication services to homes and businesses in the Town of Concord. The agreement provides for the delivery of PEG Access (Public, Educational, and Governmental) Television services, defined in the agreement as “noncommercial programming developed by any Concord residents or organizations, schools, government entities and the use of facilities, equipment and/or channels of the Cable System in accordance with 47 U.S.C. 531 and this Renewal License”.

Pursuant to Section 6 of the agreement, Comcast makes three channels available to the Town for PEG access programming and allocates 4.8% of the company’s gross annual revenue in Concord to support PEG access programming and its related expenses.

In 2015, Town Meeting voted to accept MGL Chapter 44, Section 53F-3/4 authorizing the creation of the PEG Access & Cable Related Fund. Revenue from Comcast is deposited into this fund and may be expended by the Town Manager only to support PEG access programming through the Town’s annual budget process.

The Concord-Carlisle Regional High School has set aside space in the school for a fully-functioning and highly technical cable studio. This serves as the home base for the community television station. Costs related to the upkeep and maintenance of that space are paid for from the Comcast revenues received quarterly by the Town and include both personnel and non-personnel related charges.

Comcast Payment History



Key Initiatives

- Completing all new and updated personnel actions for MMN including finalizing all regular-status job descriptions and adopting a market-appropriate and streamlined compensation plan for full-time and part-time staff.
- Expanding MMN's educational offerings with particular focus on the High School and Middle School student populations.
- Intensifying "P" offerings including enticing citizens to create and take part in new programming initiatives and developing a greater volunteer base.
- Finalize the new MMN website and historical digital database for former CCTV, Inc. recordings as well as current and future MMN programs.

Under the 1984 Cable Act, local franchising authorities, such as Concord, are able to require that cable operators, such as Comcast, Inc., set aside channels for public, educational, or governmental ("PEG") use. In addition, franchising authorities may require cable operators to provide services, facilities, and equipment for the use of these channels. Many cable systems include several PEG channels; Concord currently has three dedicated channels.

In general, cable operators are not permitted to control the content of programming on PEG channels. Cable operators may impose non-content-based requirements, such as minimum production standards, and may mandate equipment user training.

PEG channels are not mandated by federal law, rather they are a right given to the franchising authority, which it may choose to exercise. The decision whether to require the cable operator to carry PEG channels is up to the local franchising authority. If the franchise authority does require PEG channels, that requirement will be set out in the franchise agreement between the franchising authority and the cable operator. Concord has chosen to exercise this right in its agreement with Comcast. In accordance with applicable franchise agreements, local franchising authorities or cable operators may adopt on their own, non-content-based rules governing the use of PEG channels. Concord's agreement does not currently have such rules provided by Comcast.

Examples of such types of rules may include:

- Rules may be adopted for allocating time among competing applicants on a reasonable basis other than the content of their programming;
- Minimum production standards may be required;
- Users may be required to undergo training.

Federal law once permitted a cable operators and their franchise communities to prohibit the use of their PEG channels for programming which contained obscene material, sexually explicit conduct, indecency, nudity, or material which solicits or promotes unlawful conduct. However, nearly a decade ago the U.S. Supreme Court determined that this law was unconstitutional. Currently, we do not control the content of programming on public access channels, but we do control when a particular program may air. Programs which may be deemed controversial, offensive or explicit may be scheduled to air during 'off' times such as early morning and late night hours.

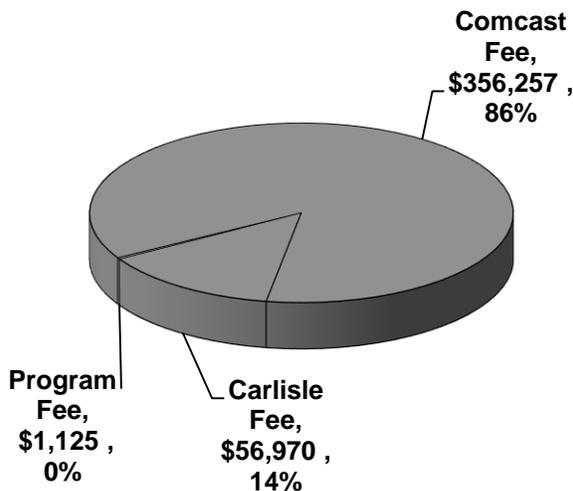
Program Implementation

In October of 2018, the Town assumed the responsibility for the PEG-Access Cable services. Over the past six months, the Town have been working to develop an internal operating structure to design regular status positions and other applicable and necessary part-time positions to ensure the highest quality of programming and even higher levels of service. In addition to the Town’s staffing needs, the team has been taking a comprehensive approach to developing and outlining policies and procedures relative to the public’s use of equipment and studio space. Procedures for how one may request services, editing assistance and record help are also being explored and workshopped.

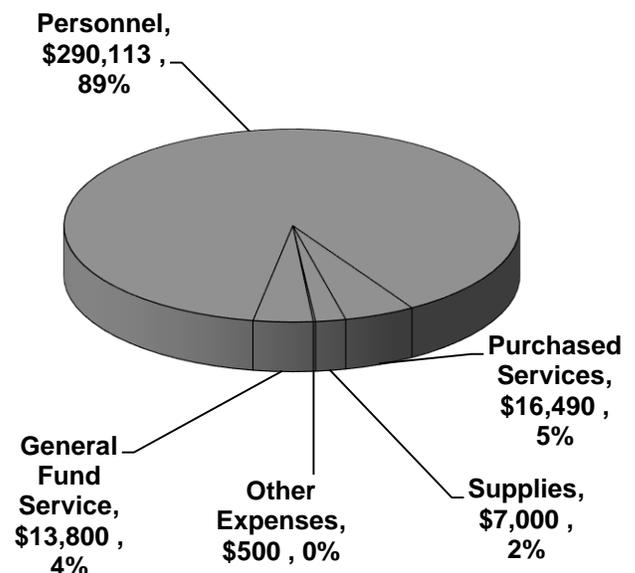
New modes of communication via web-based ‘On Demand’ and YouTube-Style channels have been explored and are currently in use or in ‘pilot program’ mode. A new and updated website solely dedicated to Minuteman Media Network is nearly complete and prepared for ‘live’ access in the Spring of 2019. The concept of digital signage is being explored and the Town team has taken a great deal of time to explore and understand the current technological capabilities which exist in the studio and with the related equipment. Advances and upgrades related to these capital assets are underway and the Town expects to have some capital plans in place for July 1st. Additional technical capabilities relative to satellite campuses or ‘studio-in-a-box’ type arenas are in the exploratory phases, and the team is preparing to launch a recruitment for a new PEG-technical services coordinator to guide the efforts to the next level in the Spring of 2019.

As a new entity within the Town’s Public Information Division, FY20 will be the first full year in which Minuteman Media Network will be a Town-run entity. As with many new initiatives, on-the-job learning curves and the changes they bring are expected and, at times, required. To this end, the role of the PEG Advisory Committee will be vital to the success and enhancement of the Division as it navigates through its first full year as a Town operation.

FY20 Operating Revenues
Totaling \$414,352



FY20 Operating Expenses
Totaling \$327,903



MINUTEMAN MEDIA NETWORK

OPERATING REVENUES

	FY17		FY18		FY19		FY20	
	Actual		Actual		Revised		Proposed	
Comcast / Franchise Fee	\$	-	\$	-	\$	363,528	\$	356,257
Carlisle Fee		-		-		16,616		56,970
Program / Community Ed Fee		-		-		300		1,125
Grants & Donations		-		-		-		-
Miscellaneous Revenue		-		-		-		-
Operating Revenues Total	\$	-	\$	-	\$	380,444	\$	414,352

OPERATING EXPENSES

	FY17		FY18		FY19		FY20	
	Actual		Actual		Revised		Proposed	
<u>Personnel Services</u>								
Personnel Expenses	\$	-	\$	-	\$	249,669	\$	290,113
Audit Adjustment		-		-		-		-
Subtotal	\$	-	\$	-	\$	249,669	\$	290,113
<u>Non-Personnel Services</u>								
Purchased Services		-		-		16,490		16,490
Supplies & Materials		-		-		7,000		7,000
Other Charges & Expenses		-		-		500		500
Audit Adjustment		-		-		-		-
Subtotal	\$	-	\$	-	\$	23,990	\$	23,990
<u>Other</u>								
General Fund Services		-		-		5,800		13,800
Subtotal	\$	-	\$	-	\$	5,800	\$	13,800
Total Operating Expense	\$	-	\$	-	\$	279,459	\$	327,903

AUTHORIZED POSITIONS

Staff	FY19 Revised		FY20 Proposed	
	FTE	Amount	FTE	Amount
Station Manager	0.00	-	1.00	69,519
Media Technician	0.00	-	1.00	62,640
Lead Producer	0.00	-	0.00	-
Education Coordinator	0.00	-	1.00	62,640
Videographers	2.33	78,771	1.35	44,046
Editors	0.00	-	0.00	-
Studio Aides	0.00	-	0.25	9,576
Professional Project Specialists	2.00	129,206	0.00	-
Subtotal	4.33 FTEs	\$ 207,977	4.60 FTEs	\$ 248,421
Programming				
Educational Programming-Students	0 hrs.	450	0 hrs.	450
Community Programming	0 hrs.	500	0 hrs.	500
Subtotal	0.00 FTEs	\$ 950	0.00 FTEs	\$ 950
Employee Benefits				
Health Insurance	N/A	23,000	N/A	23,000
Life Insurance	N/A	-	N/A	-
Dental Insurance	N/A	-	N/A	-
Subtotal	N/A	\$ 23,000	N/A	\$ 23,000
Payroll Taxes				
Medicare Tax	N/A	13,064	N/A	13,064
Social Security Contribution	N/A	778	N/A	778
Subtotal	N/A	\$ 13,842	N/A	\$ 13,842
Other Personnel Costs				
Overtime	0 hrs.	3,900	0 hrs.	3,900
Unemployment Compensation	N/A	-	N/A	-
Car Allowance	N/A	-	N/A	-
IT Salary	N/A	-	N/A	-
Subtotal	N/A	\$ 3,900	N/A	\$ 3,900
Total Personnel Costs	4.33 FTEs	\$ 249,669	4.60 FTEs	\$ 290,113

NET INCOME

	FY17 Actual	FY18 Actual	FY19 Revised	FY20 Proposed
Statement of Net Income:				
Operating Revenues	\$ -	\$ -	\$ 380,444	\$ 414,352
Less Operating Expenses	-	-	(279,459)	(327,903)
Operating Income	\$ -	\$ -	\$ 100,985	\$ 86,449
Nonoperating Revenues (Expenses)				
Add Investment Income	\$ -	\$ -	\$ 26,313	\$ 24,165
Add Other Revenue/Expense	-	-	-	-
Less Interest Expense	-	-	-	-
Less Issuance Expense	-	-	-	-
Nonoperating Income	\$ -	\$ -	\$ 26,313	\$ 24,165
Net Income	\$ -	\$ -	\$ 127,298	\$ 110,614

AVAILABLE RESOURCES

Resources Available from Current Operations for Replacement & Renewal of Facility:				
	FY17 Actual	FY18 Actual	FY19 Revised	FY20 Proposed
Capital Purposes				
Add Net Income	-	-	127,298	110,614
Add Debt Financing	-	-	-	-
Less Bonds Payable	-	-	-	-
Net Available for Capital	\$ -	\$ -	\$ 127,298	\$ 110,614

CASH POSITION AND FUND BALANCE FORECAST

Cash at Year Opening	FY19		FY20	
	Credit	Debit	Credit	Debit
Cash on July 1st	\$ -		\$ 1,238,934	
Add Receivables	-	-	-	-
Add Inventory & Other Assets	-	-	-	-
Less Cash held for Liabilities	-	-	-	-
Deferred Outflows (Inflows)	-	-	-	-
Fund Balance on July 1st	\$ 1,111,636		\$ 1,238,934	
Fund Balance Details (projected)	Credit	Debit	Credit	Debit
Fund Balance on July 1st	\$ 1,111,636	\$ -	\$ 1,238,934	\$ -
Net Income	127,298	-	110,614	-
Bond Principal Repayment	-	-	-	-
BAN and Bond Proceeds	-	-	-	-
Capital Borrowing	-	-	-	-
Capital Outlay (non-borrowing)	-	-	-	(267,900)
Balance Projected at June 30th	1,238,934	-	1,349,548	(267,900)
Fund Balance on June 30th	\$ 1,238,934		\$ 1,081,648	
Cash at Year End (projected)				
Fund Balance on June 30th	\$ -	1,238,934	\$ -	1,081,648
Less Receivables	-	-	-	-
Less Inventory & Other Assets	-	-	-	-
Add Cash Held for Liabilities	-	-	-	-
Add Cash Held for Deferred Inflows	-	-	-	-
Projected Cash at June 30th	\$ 1,238,934		\$ 1,081,649	

FUND BALANCE

	FY17		FY18		FY19		FY20	
MMN Fund Balance	Actual		Actual		Revised		Proposed	
Operations	\$	909,717	\$	1,020,356	\$	1,147,654	\$	990,369
Capital		88,360		88,360		88,360		88,360
Undesignated		2,920		2,920		2,920		2,920
Total	\$	1,000,997	\$	1,111,636	\$	1,238,934	\$	1,081,649

PAYMENTS TO THE GENERAL FUND

	FY17		FY18		FY19		FY20	
Finance & Administrative	Actual		Actual		Revised		Proposed	
Town Manager	\$	-	\$	-	\$	5,800	\$	13,800
Human Resources		-		-		-		-
Town Accountant		-		-		-		-
Accounting Services		-		-		-		-
Audit Services		-		-		-		-
Treasurer-Collector		-		-		-		-
Finance Administration		-		-		-		-
Facilities Maintenance		-		-		-		-
Subtotal	\$	-	\$	-	\$	5,800	\$	13,800
Salary Reserve		-		-		-		-
Audit Adjustments		-		-		-		-
Totals	\$	-	\$	-	\$	5,800	\$	13,800

Minuteman Media Network										
Capital Program										
	FY17 Actual	FY18 Actual	FY19 Budgeted	FY20 Proposed	FY21	FY22	FY23	FY24	Total FY20-24	
Studio & Equipment										
Studio Improvements	-	-	-	-	-	-	-	-	-	-
Editing Equipment	-	-	-	5,500	-	-	-	-	5,500	-
Apple/MAC Replacement	-	-	-	1,200	2,800	3,100	3,300	3,700	14,100	-
External Equipment	-	-	-	-	-	-	-	-	-	-
Portable Mics/Speakers	-	-	-	2,200	-	-	2,500	-	4,700	-
Sound System Imprints	-	-	-	-	-	350	400	-	750	-
Building Systems	-	-	-	1,000	-	-	-	-	1,000	-
Security Systems	-	-	-	-	500	-	-	-	500	-
Vehicle Aquition & Maintenance	-	-	-	-	-	-	-	-	-	-
Misc. Equipment	-	-	-	-	-	-	-	-	-	-
Subtotal	\$ -	\$ -	\$ -	\$ 9,900	\$ 3,300	\$ 3,450	\$ 6,200	\$ 3,700	\$ 26,550	\$ -
Satellite Facilities										
Town House Equipment	-	-	-	4,500	-	-	-	8,000	12,500	-
School Buildings/Facilities	-	-	-	18,500	-	-	-	-	18,500	-
Harvey Wheeler	-	-	-	-	15,000	-	-	-	15,000	-
Supplemental Space	-	-	-	225,000	65,000	35,000	-	-	325,000	-
Other Concord Facilities	-	-	-	-	-	-	-	-	-	-
Carlisle Facilities	-	-	-	10,000	10,000	10,000	10,000	10,000	50,000	-
Subtotal	\$ -	\$ -	\$ -	\$ 258,000	\$ 90,000	\$ 45,000	\$ 10,000	\$ 18,000	\$ 421,000	\$ -
Total Capital	\$ -	\$ -	\$ -	\$ 267,900	\$ 93,300	\$ 48,450	\$ 16,200	\$ 21,700	\$ 447,550	\$ -



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