

**MCTV Network
2004-2005 ANNUAL REPORT**

**MCTV 3-Community Voices MCTV 15-Messages
MGTV 5-Midland Government Television**

GOALS MET for 2004-2005

- Purchased and implemented two non-linear editing systems for access users. Training in non-linear editing was provided to the access users.
- Purchased and installed replacement cameras and remote control pan/tilt heads for City Council Chambers. A third remote control camera was added to improve the video quality of meeting coverage.
- Celebrated MCTV's 20th Anniversary in October 2004. The celebration included the cablecasting of several programs of historical significance and the publishing of a special section in the Midland Daily News.
- Conducted a benchmark study of comparable access centers for the Cable Access Advisory Commission.

ACCOMPLISHMENTS

Programming

Returned to the community approximately the equivalent of \$900,000 in commercial video production services. Expenditures in the Cable Communications Fund totaled just over \$530,000 in 2004-05.

1, 517 programs were submitted for cablecasting on MCTV 3, MGTV 5 and MPS-TV 17.

- 1,198 programs were submitted for MCTV 3-Community Voices, a decrease of 129 from last year. Many programs taped by access users are now submitted to the Midland Public Schools for cablecast on MPS-TV 17, including high school sports and school concerts.
- 58 programs were submitted for cablecasting on MPS-TV 17.
- 261 programs were submitted for cablecasting on MGTV 5-Midland Government Television, a decrease of 2 programs from the previous year.

2,075 messages were submitted by the public for cablecasting on MCTV 15-Messages, a decrease of 576 from the previous year. Many messages have migrated to the Midland Public Schools message board on MPS-TV 17.

Facilities & Staff

- Continued hosting the Midland Public Schools Video Communications Course in partnership with the Midland Public Schools.
- Worked with the Midland Public Schools on the installation and implementation of a hard-wired video and audio cabling system at Midland Community Stadium, reducing wear and tear on equipment and the amount of staff and access user time to set-up for the taping of events at the stadium.
- Purchased and installed new curtains and risers for MCTV's studio.

GOALS FOR 2005-2006

- Present and implement the Budget Response Plan to address the projected deficit in the Cable Communications Fund.
- Purchase and implement equipment needed for the video streaming on the Internet of the meetings of City Council and the City's advisory boards and commissions now shown on MGTV 5.
- Host the Spring Conference of the Alliance for Community Media's Central States Region in May 2006.
- Purchase and install new studio lights to replace existing fixtures in MCTV's studio.
- Implement new hard wired video and audio cabling system in the new Midland Civic Arena for the taping of events.