

**Mid Michigan Area Cable Consortium
Board of Directors Regular Meeting
August 20th, 2020 3:00 P.M.**

I. Call to order: Roll Call.

II. Approval of the Agenda

III. Approval of minutes from the June 16th, 2020 regular meeting

IV. Treasurer's Report

- a. Financial Statement: July 2019
- b. Motion to pay bills: August 2020

V. Correspondence:

- a. Complaint communications:
- b. Directors Report July 2020

VI. Public Comments: restricted to (3) three minutes regarding issues not on this agenda

VII. New Business:

- a. MCACA Grant Approval

VIII. Old Business

- a. Mt. Pleasant Lease Discussion

IX. Other Business

X. Adjourn

**Mid-Michigan Area Cable
Consortium Remote Meeting
Minutes
July 16th, 2020**

Call to order: Roll Call: The meeting was called to order by Kim Smith at 3:00 PM with Kim Smith, Tracey Connelly, Carey Hammel, Jeremy Howard and Bobbie Marr in attendance.

Approval of the Agenda:

A motion was made to approve the agenda by Bobbie Marr and supported by Tracey Connelly.

Ayes: All

Nays: None

Motion Passed

Approval of the minutes from the June 18th, 2020 board meeting:

Tracey Connelly noticed her last name was incorrect. A motion was made board meeting by Jeremy Howard and supported by Bobbie Marr.

Ayes: All

Nays: None

Motion Passed

Treasurers Report: Kim Smith presented the Treasurer's report

Motion to pay bills:

A motion was made to approve the bills presented in the packet by Tracey Connelly and supported by Bobbie Marr.

Ayes: All

Nays: None

Motion Passed

Correspondence:

Complaint Communications:

Employee monthly meeting report: Carey Hammel presented the employee monthly meeting report under other business.

Director Report: Carey Hammel presented the Director's report.

Public Comment: Kim Smith opened public comment – no public was present, Kim Smith closed public comment.

Old Business:

a. Mt. Pleasant Lease Discussion: The board discussed options for reducing the lease in Mt. Pleasant.

Old Business: None

Adjourn: With no further business before the board a motion to adjourn was made by Tracey Connelly and supported by Bobbie Marr. All Ayes and the motion passed and the meeting was adjourned at 3:39pm.

MAC TV Network
Balance Sheet
As of August 20, 2020

Aug 20, 20

ASSETS	
Current Assets	
Checking/Savings	
001 · Bank - Operating & Sweep	31,933.34
002 · Savings - MBIA	1,557.38
003 · CD Investments	
004 · Horizon Bank {Wolverine}	165,617.74
005 · TCF Bank (Chemical Bank)	67,695.24
Total 003 · CD Investments	233,312.98
Total Checking/Savings	266,803.70
Accounts Receivable	
101 · Accounts receivable	-26.54
Total Accounts Receivable	-26.54
Total Current Assets	266,777.16
Fixed Assets	
152 · Building Improvements	171,807.00
154 · Studio Equipment	151,602.42
156 · Furniture & Fixtures - MP	15,579.10
160 · Accum Depreciation - MP	-236,009.76
Total Fixed Assets	102,978.76
TOTAL ASSETS	369,755.92
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · *Accounts Payable	-2,531.54
Total Accounts Payable	-2,531.54
Other Current Liabilities	
219 · Payroll Tax Liabilities	
220 · Federal Withholding	667.99
222 · Social Security & Medicare	1,460.50
230 · State MI Withholding	749.51
235 · Unemployment - MESA & FUTA	1.99
Total 219 · Payroll Tax Liabilities	2,879.99
257 · Accrued Wages	3,663.44
Total Other Current Liabilities	6,543.43
Total Current Liabilities	4,011.89
Total Liabilities	4,011.89
Equity	
390 · Net Assets - Unrestricted	602,197.00
3900 · Retained Earnings	-219,963.16
392 · Net Assets - Invested in Plant	65,466.00
Net Income	-81,955.81
Total Equity	365,744.03
TOTAL LIABILITIES & EQUITY	369,755.92

MAC TV Network
Profit & Loss Budget vs. Actual
 January 1 through August 20, 2020

	Jan 1 - Aug 20, 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
453 · Franchise Fees				
453.1 · City of Mt. Pleasant	20,224.56	88,000.00	-67,775.44	23.0%
453.10 · Pine River Township	2,170.54	8,500.00	-6,329.46	25.5%
453.11 · City of Ithaca	0.00	0.00	0.00	0.0%
453.12 · Arcada Township	1,307.83	5,000.00	-3,692.17	26.2%
453.2 · City of Clare	4,575.63	18,500.00	-13,924.37	24.7%
453.3 · City of Alma	0.00	0.00	0.00	0.0%
453.4 · City of Harrison	3,006.84	12,500.00	-9,493.16	24.1%
453.5 · City of Evart	0.00	0.00	0.00	0.0%
453.6 · Union Township	11,518.09	53,500.00	-41,981.91	21.5%
453.7 · Village of Shepherd	0.00	0.00	0.00	0.0%
453.8 · City of St. Louis	4,602.20	18,500.00	-13,897.80	24.9%
453.9 · Village of Breckenridge	0.00	0.00	0.00	0.0%
453 · Franchise Fees - Other	0.00	0.00	0.00	0.0%
Total 453 · Franchise Fees	47,405.69	204,500.00	-157,094.31	23.2%
454 · DVD Copies	135.00	100.00	35.00	135.0%
455 · Video Production Services	13,297.04	15,000.00	-1,702.96	88.6%
456 · Interest Income	0.00	1,800.00	-1,800.00	0.0%
457 · Contributions/ Local Units	0.00	0.00	0.00	0.0%
458 · Grant	1,332.00	1,000.00	332.00	133.2%
459 · Charter Advertising Revenue	0.00	0.00	0.00	0.0%
460 · Sale of Assets	0.00	0.00	0.00	0.0%
465 · Peg Fees (Charter)	4,261.32	9,500.00	-5,238.68	44.9%
466 · Clare in Kind Service	0.00	2,250.00	-2,250.00	0.0%
467 · Camp Income	0.00	400.00	-400.00	0.0%
497 · Other Income	0.00	0.00	0.00	0.0%
498 · Transfer from Fund Balance	0.00	0.00	0.00	0.0%
499 · Uncategorized Income	0.00	0.00	0.00	0.0%
612 · Accrued Payroll	0.00	0.00	0.00	0.0%
Total Income	66,431.05	234,550.00	-168,118.95	28.3%
Expense				
600 · Employee Payroll Expense-				
601 · Bonuses	0.00	0.00	0.00	0.0%
602 · Payroll Tax Penalty & Fees	0.00	0.00	0.00	0.0%
603 · Executive Director	31,042.00	47,476.00	-16,434.00	65.4%
604 · Operations Coordinator	0.00	0.00	0.00	0.0%
605 · Intern	675.00	13,000.00	-12,325.00	5.2%
606 · Payroll Tax Expense	6,931.28	17,600.00	-10,668.72	39.4%
607 · Salary Reimbursements Alma	0.00	0.00	0.00	0.0%
608 · Video Productions Assistant	27,750.99	52,000.00	-24,249.01	53.4%
609 · Public Access Assistant	0.00	0.00	0.00	0.0%
610 · Fringe Benefits Alma	0.00	0.00	0.00	0.0%
611 · Administrative Assistant	12,518.55	19,000.00	-6,481.45	65.9%
613 · Playback Operations	14,169.38	18,500.00	-4,330.62	76.6%
614 · Tech Engineer (equip. Repair)	0.00	0.00	0.00	0.0%
617 · Other Employee Expense	0.00	0.00	0.00	0.0%
619 · Video Productions Assistant 2	0.00	0.00	0.00	0.0%
600 · Employee Payroll Expense- - Other	3,739.46	0.00	3,739.46	100.0%
Total 600 · Employee Payroll Expense-	96,826.66	167,576.00	-70,749.34	57.8%
680 · credits/returns	0.00	0.00	0.00	0.0%
710 · Accounting Services				
710.1 · Annual Audit	0.00	3,800.00	-3,800.00	0.0%
710.2 · Charter Audit	0.00	0.00	0.00	0.0%
710.3 · Bookkeeping Services	1,125.00	2,400.00	-1,275.00	46.9%
710 · Accounting Services - Other	0.00	0.00	0.00	0.0%
Total 710 · Accounting Services	1,125.00	6,200.00	-5,075.00	18.1%

MAC TV Network
Profit & Loss Budget vs. Actual
 January 1 through August 20, 2020

	Jan 1 - Aug 20, 20	Budget	\$ Over Budget	% of Budget
711 · communications (phone) Gratiot	0.00	0.00	0.00	0.0%
712 · Office/Bldg. supplies- Gratiot	0.00	0.00	0.00	0.0%
713 · Printing/ Publications Gratiot	0.00	0.00	0.00	0.0%
714 · Donations	0.00	0.00	0.00	0.0%
715 · Training	0.00	500.00	-500.00	0.0%
716 · Mileage Reimbursement	456.79	2,500.00	-2,043.21	18.3%
718 · Memberships & Publications	625.00	800.00	-175.00	78.1%
724 · Rent - St Louis	0.00	0.00	0.00	0.0%
725 · Rent - Gratiot	3,880.00	5,400.00	-1,520.00	71.9%
726 · Rent - MP	16,372.32	25,200.00	-8,827.68	65.0%
727 · Office Supplies	920.50	1,500.00	-579.50	61.4%
728 · Rent - Clare	0.00	2,250.00	-2,250.00	0.0%
730 · Print/Publish	0.00	200.00	-200.00	0.0%
731 · Advertising	765.00	2,000.00	-1,235.00	38.3%
732 · Tape supplies	0.00	0.00	0.00	0.0%
733 · Computer Software	4,054.09	4,200.00	-145.91	96.5%
744 · Postage	126.50	400.00	-273.50	31.6%
746 · Tools/Equipment	0.00	0.00	0.00	0.0%
750 · Conference Expense	0.00	0.00	0.00	0.0%
779 · equipment/parts Gratiot	0.00	0.00	0.00	0.0%
780 · Equipment / Parts (<\$500)	0.00	1,000.00	-1,000.00	0.0%
781 · Contract Services				
781.1 · Computer Support	270.17	2,700.00	-2,429.83	10.0%
781.2 · Technical Support	0.00	0.00	0.00	0.0%
781.3 · Executive Director/Contractual	0.00	0.00	0.00	0.0%
781 · Contract Services - Other	0.00	0.00	0.00	0.0%
Total 781 · Contract Services	270.17	2,700.00	-2,429.83	10.0%
782 · Production Expense	0.00	400.00	-400.00	0.0%
783 · Professional Development	0.00	400.00	-400.00	0.0%
784 · Uniform Expense	103.74	400.00	-296.26	25.9%
785 · Computer R& R Account	0.00	1,000.00	-1,000.00	0.0%
786 · Equipment R&R	0.00	400.00	-400.00	0.0%
787 · Maintenance Supplies	74.19	100.00	-25.81	74.2%
788 · Building Repair & Maintenance	896.56	1,000.00	-103.44	89.7%
789 · Small Hand Tools	0.00	0.00	0.00	0.0%
790 · Cleaning	0.00	0.00	0.00	0.0%
802 · Legal Fees	0.00	800.00	-800.00	0.0%
803 · Fees	0.00	0.00	0.00	0.0%
804 · Studio Cable (Mt. P & Alma)	7,015.02	8,400.00	-1,384.98	83.5%
805 · Mt. P City Hall Reimbursable	0.00	0.00	0.00	0.0%
806 · City of Alma - Reimbursable	0.00	0.00	0.00	0.0%
807 · City of Clare - Reimbursable	0.00	0.00	0.00	0.0%
923 · Fiber Contract(Charter)	4,305.76	9,400.00	-5,094.24	45.8%
923D0 · Fiber Contract Gratiot \$122/ mo	0.00	0.00	0.00	0.0%
925 · Internet Access	170.55	1,500.00	-1,329.45	11.4%
926 · Telephone	0.00	0.00	0.00	0.0%
927 · Water/Sewer Charges	212.54	400.00	-187.46	53.1%
928 · Gas	955.27	2,500.00	-1,544.73	38.2%
929 · Electric	4,238.63	6,000.00	-1,761.37	70.6%
930 · Electric & Gas Gratiot	566.57	1,100.00	-533.43	51.5%
931 · Water/Sewer Alma	0.00	0.00	0.00	0.0%
941 · Rental Charges	0.00	0.00	0.00	0.0%
944 · Capital Improvement/Outlay	0.00	0.00	0.00	0.0%
945 · Major Equipment Purchases	0.00	0.00	0.00	0.0%
950 · Insurance	4,426.00	5,500.00	-1,074.00	80.5%
970 · Capital Outlay	0.00	0.00	0.00	0.0%
999 · Uncategorized Expenses	0.00	0.00	0.00	0.0%
Total Expense	148,386.86	261,726.00	-113,339.14	56.7%
Net Ordinary Income	-81,955.81	-27,176.00	-54,779.81	301.6%

2:46 PM

08/20/20

Accrual Basis

MAC TV Network
Profit & Loss Budget vs. Actual
January 1 through August 20, 2020

	Jan 1 - Aug 20, 20	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Expense				
Interest Expenses	0.00	0.00	0.00	0.0%
1000 · Depreciation - MP	0.00	0.00	0.00	0.0%
1001 · Depreciation - Alma	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	<u>-81,955.81</u>	<u>-27,176.00</u>	<u>-54,779.81</u>	<u>301.6%</u>

MAC TV Network
Payroll Summary
 July 1 through August 20, 2020

	Hours	Rate	Jul 1 - Aug 20, 20
Employee Wages, Taxes and Adjustments			
Gross Pay			
Salary - Exec Dir			7,304.00
Hourly - Video Production 1	446	20.00	4,863.98
Hourly -Asmin. Assist	179.5	16.07	2,884.57
Playback Operations	204.25	15.97	3,261.87
PTO	55	11.49	782.50
Total Gross Pay	884.75		19,096.92
Adjusted Gross Pay	884.75		19,096.92
Taxes Withheld			
Federal Withholding			-1,346.00
Medicare Employee			-276.90
Social Security Employee			-1,183.98
MI - Withholding			-749.51
Medicare Employee Addl Tax			0.00
Total Taxes Withheld			-3,556.39
Additions to Net Pay			
Mileage Reimbursement			190.41
Reimbursement - Other			130.00
Total Additions to Net Pay			320.41
Net Pay	884.75		15,860.94
Employer Taxes and Contributions			
Medicare Company			276.90
Social Security Company			1,183.98
MI - Unemployment Company			3.65
MI - Obligation Assessment			0.00
Total Employer Taxes and Contributions			1,464.53

Mid Michigan Area Cable Consortium Payment Log – August 2020

* Paid as were due

Vendor	Amount	Note
Charter Communications	\$203.23	MP Phone/Internet/TV
CMSInter.net	\$18.95	Web Hosting
Consumers Energy	\$21.90	SL Gas
Coty Properties	\$485.00	SL Rent
Ralph Echtenaw	\$28.00	SL Window Cleaning
REDIRON	\$2,046.54	MP Rent
Consumers Energy	\$628.34	MP Electric
Buford Plumbing & Heating	\$185.00	HVAC Maintenance
City of Mt. Pleasant	\$25.28	MP Water
Cit of St. Louis	\$54.67	SL Electric
Dorothy Howard CPA	\$200.00	May Accounting
DTE Energy	\$37.48	MP Gas
Liberty Mutual	\$846.00	Insurance
Charter Communications	\$8.95	Control Account
Charter Communications	\$1,193.18	Fiber Charter End
Charter Communications	\$34.16	SL Cable/Internet/Phone
Mt. Pleasant FOE	\$100.00	Advertising
IRS	\$2,139.26	941 Payment
Nannans Properties	\$485.00	SL Rent September (NEW OWNER)
REDIRON	\$2,046.54	MP Rent
Charter Communications	\$206.35	MP Phone/Internet/TV
CMSInter.net	\$88.95	Web Hosting
Ralph Echtenaw	\$28.00	SL Window Cleaning
Consumers Energy	\$14.00	SL Gas
Consumers Energy	\$635.11	MP Electric
Total:	\$11,759.89	

Credit Card – July Bill		Note
Staples Direct	\$30.48	Office Supplies
Staples Direct	\$27.22	Office Supplies
Credit Card Total:	\$57.70	

Credit Card – August Bill		Note
Staples Direct	\$49.00	Office Supplies
Meijer	\$74.19	New Vacuum
Credit Card Total:	\$123.19	

Total: \$11,940.78

MAC TV Network Employee Monthly Meeting

Tuesday, August 19, 2020

Good afternoon! Hope you all are well, as your families. We are doing very well. We have all been doing great at the studio with social distancing, masking and regular cleaning. We even have some of our volunteers working on programming in the studio as well as in the field. It is a new way of doing things, but we have adapted very well and continue to stay busy and produce new content as well as covering events safely.

New Programing Sacred Heart Academy 2020 Senior Graduation

<https://vimeo.com/442471388> League of Women Voters - Isabella County

Commission District #5 Democrat Candidate Forum <https://vimeo.com/440386623>

Clare County Arts Council Statue Unveiling <https://vimeo.com/436904049> Clare

Graduation Class of 2020 <https://vimeo.com/433738976> We also Live Streamed the Mt Pleasant High School Graduation Ceremony.

Art Review- Check out our new art review promo <https://vimeo.com/443409146>

Art Reach Virtual Tour: Suffer the Little Children <https://vimeo.com/446872784>

Jenna Hupp Andrews Exhibit <https://vimeo.com/437205635>

Check out our promos and Highlight programs: Clare's Girls basketball

drive <https://vimeo.com/447548189> Harrisons Street Fair <https://vimeo.com/447213531> Harrison

District Library/ Surrey House Front Porch Performances <https://vimeo.com/444963381>

Mt. Pleasant Area Chamber of Commerce Annual Golf Outing 2020 Promo

<https://vimeo.com/444314571> Clare Community Fun Night At The Clare Summer Concert

Series <https://vimeo.com/443495297> Mt. Pleasant High School Graduation 2020

Highlights <https://vimeo.com/443480825> Sacred Heart Academy 2020 Graduation

Highlights <https://vimeo.com/442444647> Pokemon Go: Gotta Catch 'Em All in Clare!

<https://vimeo.com/443099689> Hometown Showdown 104.3 Promo

<https://vimeo.com/440446306> Northern Michigan Alliance For Children

<https://vimeo.com/439303117> Foster Closet Of Isabella County <https://vimeo.com/436899331> St.

Louis Sharks Sports Boosters Golf Outing 2020 Promo

<https://vimeo.com/434769419>

Eleanor continues to work with Hats on the many animals that are up for adoption. Check them out on our Facebook page!

I am waiting on the second quarter franchise fees. As soon as they are received, I will get invoice to the communities who require them. Please continue to stay safe and stay well.

Let us know if you have an event you want covered in your communities! Also please keep up with us on Facebook, twitter and our web page for some of our newest episodes!

Respectively submitted,

Dusty Gillis

Dusty@mactvnetwork.org Cell (989)-621-1787

Senior Administrative Assistant

Cary Hammel & the MAC TV Staff , Interns and Co-Op Students

Mid Michigan Area Cable Consortium's "Art Review" Proposal Narrative

The Mid Michigan Area Cable Consortium is asking the Michigan Council for Arts and Cultural Affairs for support in producing the Consortium's already established arts television show "Art Review". Currently the show is produced twice a month and airs on the Consortium's cable television network, the MAC TV Network. With needed support from the Michigan Council for Arts and Cultural Affairs the MAC TV Network would have additional budget to hire and maintain staffing to produce the show. The show features arts and artists of all kinds in the Mid Michigan area and helps to promote art as well as giving insight into the minds and methods of artists. The Mid Michigan Area Cable Consortium, through its television network the MAC TV Network, provides a public access television station for Clare, Gratiot and Isabella counties. The station covers local events of all sorts through both staff and volunteer produced programming. The Consortium has trained over 650 local volunteers in video production in both the field and studios operated by the Consortium since 1997. Volunteer training classes are hosted once a month with 10 new volunteers routinely learning about video production. The Consortium also holds training at local Libraries in each county for youth and sponsors Video Production Clubs for Teens year round in addition to holding a Summer Teen Video Production Camp.

1. Artistic/Cultural Merit

"Art Review" focuses on the wide ranging artistic endeavors that take place in local communities. Staff at the Mid Michigan Area Cable Consortium reach out to community members who produce or are involved in the arts and arrange interviews and video shoots to highlight the arts. With Central Michigan University and Mid Michigan Community College in the coverage area there are many built in opportunities for high quality art programming. Art Reach, a local organization that support artists and creative opportunities, located in Mt. Pleasant already has a wide network of talented artists and events featuring the arts. The Clare County Arts Council is another organization in the Consortium's coverage area that host artistic events and is an outstanding resource.

With art being such a broad term, "Art Review" currently focuses on arts and events that promote localism and can educate as well. With already established relationships with the Pere Marquette District Library in Clare County, the Chippewa River District Library in Isabella County and the TA Cutler Memorial Library in Gratiot County the Consortium is uniquely positioned to cover youth and adult programs that take place in these locations. For the last 3 years the Consortium has also operated a High School Co-Op program where local students work to produce video content about their schools. These students are trained and then provide insight into all that is going on in their school district including drama, band and arts events. With the grant in 2021 the Consortium would be able to have enough staffing to fully cover the large variety of art that takes place in Mid Michigan.

This television station is in a unique and powerful position to promote artists and events. With 2 current stations on Charter Communications cable system, channels 187 and 191, the shows have a wide reach in the community and can be watched by over 12,000 Charter Communications subscribers. In addition all of the programming is also sent to the MAC TV Network website. All MAC TV Network programs that are produced by staff are available in HD on the MAC TV Network Vimeo site. Each segment of the show is also shared on the MAC TV Network's Facebook and Twitter pages. These will be tagged and shared with those involved

in each segment. In 2019 videos produced by the MAC TV Network were viewed over 85,000 times online across all platforms. For the participants in the show, free promotion of their arts and events will be provided as well as quality video content of artists demonstrating and displaying their art. The audience members will become aware of new and exciting artists and events that are taking place locally.

Currently the Mid Michigan Area Cable Consortium submits several programs to the Philo Festival of Media which is sponsored by the Central State Alliance for Community Media. Each year several of the Consortium's programs finish at the top of several different categories and "Art Review" would be a strong contender in several categories as well.

2. Community Impact

The goal with "Art Review" has been to reach out to community based arts programs to find out in what ways the show could help the artist, and in what ways the artist could help the show grow. It would be helpful for artist from local Universities, Public Schools, Art Groups, Drama Clubs and more to be aware of the show so that when they have important events or projects happening they can be featured on the show, both in advance to help promote the events and then to thoroughly document these projects also. Currently the show has covered Art Reach events and Mt. Pleasant's own Art Walk in August, as well as several artistic events that have happened through Central Michigan University and much more. This includes high school drama promos for their local plays. As well as art galleries in Clare and Gratiot counties which are both underserved counties. Through support from the MCACA 4 of the last 5 years MAC TV has established strong relationships with many artists and art groups in the communities. This has helped cultivate higher quality episodes of Art Review that really benefit both the artist and MAC TV.

With seven member communities in Clare, Gratiot and Isabella counties, the Mid Michigan Area Cable Consortium's reach is large and the audience and base of artists is extensive. Providing free promotion for arts projects and events in such a wide area has the ability to increase attendance and participation in art programs throughout the viewing area. Art Walk Central is an art event in Mt. Pleasant along with the Irish Festival in Clare, Blues Festival in St. Louis and the Frost Bite Festival in Harrison which all have art components as well. High quality video programming has been produced for these in 2016, 2017, 2018, 2019 and 2020 and will be planned for 2021 to promote and cover these events. Which can lead to a larger economic impact for those events. As the show has grown, the communication amongst the public, artists, organizations and MAC TV has improved which leads to everyone being more informed on the arts.

At the Mid Michigan Area Cable Consortium it is certainly felt that videography is an art, so not only would there be more shows that features art but more talented videographer's would be employed. With the help of the grant in 2016, 2017, 2018 and 2020 the Consortium had 4 part time staff member and 4 interns who utilize extensive video production abilities to create diverse artistic content. With the increased funding from the Michigan Council for Arts and Cultural Affairs in 2020 the Consortium would be able to maintain a staff who can spend their time learning videography while also covering art based events. This position would be supported by the current administration and staff of the Mid Michigan Area Cable Consortium.

3. Implementation

If selected for this grant the Mid Michigan Area Cable Consortium would produce 2

episodes of “Art Review” a month beginning in October of 2020 to air on it's MAC TV Network. Each episode is 30 minutes long and features 3-4 segments based on local arts as well as an arts calendar at the end of each episode. The funding requested from the Michigan Council for Arts and Cultural Affairs is \$4,000 to employ a video producer whose job would be to create episodes of “Art Review”. The Mid Michigan Area Cable Consortium intends to match this \$4,000 as well. With the \$8,000 the MAC TV Network could hire a video producer working at \$9.50 an hour, which is the Consortium's entry level rate. At \$9.50 an hour this video producer would work 16 hours a week to create the show. The hired video producer would research art in the area, schedule interviews and shoots, conduct the shoots and edit the finished product. They would also arrange training at local libraries to teach video production skills to youth and adults and feature these programs on the show. Mid Michigan Area Cable Consortium staff would support the video producer in any way needed which may include; assisting on shoots, editing segments, conducting interviews or promoting the show. With the Mid Michigan Area Cable Consortium already owning video production equipment and having a functional studio, this allows the show to have a professional production quality at no additional cost. A short break around the holidays would be observed but other than that there would be a new episode every other week. The MAC TV Network will use creative marketing techniques to increase awareness of “Art Review”. Utilizing promos and commercials on the Network's own programming and partnership with other media outlets new viewers will learn about “Art Review”. Social media marketing will also be used to promote each episode and also as a way for the show to be viewed. Starting in 2017 the process for sharing videos on Facebook has changed as well. Each “Art Review” segment is uploaded to Facebook independently and tagged with the specific organizations involved in that segment. Using Facebook ads for these specific segments would help them reach a greater audience.

25 episodes will air on the following dates throughout the life of the grant:

Initial Air Date:	Episode:
October 5, 2020	Art Review Episode #1
October 19, 2020	Art Review Episode #2
November 2, 2020	Art Review Episode #3
November 16, 2020	Art Review Episode #4
November 30, 2020	Art Review Episode #5
December 14, 2020	Art Review Episode #6
January 11, 2021	Art Review Episode #7
January 25, 2021	Art Review Episode #8
February 9, 2021	Art Review Episode #9
February 22, 2021	Art Review Episode #10
March 8, 2021	Art Review Episode #11
March 22, 2021	Art Review Episode #12
April 5, 2021	Art Review Episode #13
April 19, 2021	Art Review Episode #14
May 3, 2021	Art Review Episode #15
May 17, 2021	Art Review Episode #16
May 31, 2021	Art Review Episode #17
June 14, 2021	Art Review Episode #18

June 28, 2021	Art Review Episode #19
July 12, 2021	Art Review Episode #20
July 26, 2021	Art Review Episode #21
August 18, 2021	Art Review Episode #22
August 23, 2021	Art Review Episode #23
September 6, 2021	Art Review Episode #24
September 20, 2021	Art Review Episode #25

The Mid Michigan Area Cable Consortium currently advertises itself throughout the community in a number of different ways and will continue to high light “Art Review” throughout the year. Some of those advertising opportunities take place locally at businesses, festivals and other events. The Consortium also has a strong web presence and utilizes Facebook and Twitter to get the word out on local programming.

All artists would have to agree to all aspects of a program before it was aired so as to not harm their brand in anyway. Protecting their copyrights is important as the Mid Michigan Area Cable Consortium wants the show to be something that helps encourage arts, interest, awareness and participation.

The heart of this Grant request is asking for \$4,000 to use for the staffing of a video producer. \$4,000 would also be matched by the Mid Michigan Area Cable Consortium. This video producer would devote their time to create an episode of “Art Review” every other week and would in total create 25 episodes throughout the year.

As an organization the Mid Michigan Area Cable Consortium is led by a board of directors with representatives from each of the seven member communities. The board oversees all operations and helps guide the Consortium in all important decisions. The board trusts the staff of the Consortium to run day to day operations and to enhance and improve the Consortium as much as possible. Led by the Operations & Administration Director the staff is a well trained group of broadcast professionals that are adept at all forms of video production. Routinely students from Central Michigan University's School of Broadcast and Cinematic Arts are hired as interns each semester. The rest of the production staff all have degrees in video production with several still continuing their education at Central Michigan University's graduate school.

As a municipal authority the Mid Michigan Consortium understands and will comply with OMB Circular A-133. All of the Consortium's facilities are cleared for the American with Disabilities Act and are accessible for all. Closed captioning can be added as needed for all video programs and routinely is added for videos uploaded to social media. Each episode of the show will be throughly evaluated upon completion and major errors will be fixed before broadcast and the evaluations will be available for the producers so improvement from episode to episode is possible.

Links

Mid Michigan Area Cable Consortium Website: <http://mactvnetwork.org/>
 MAC TV Network Facebook Page: <http://www.facebook.com/MACTVNetwork>
 MAC TV Network Twitter Page: <http://twitter.com/mactvnetwork>
 MAC TV Network Vimeo Page: <http://vimeo.com/mactvnetwork>
 Art Review Promo(Aired on Charter): <https://vimeo.com/443409146>
 Art Review Vimeo Album: <http://vimeo.com/album/4074143>