

Guide for MRC Unit Leaders: Guide to Cable Access Partnerships

(Last Updated: March 25, 2019)

Most local cable stations are always looking for content, and they will film your MRC training. If the training is held at a facility with a good sound system, the stations can usually provide a cameraperson and cameras to record the training.

In addition to recording and broadcasting the training on the cable access station, they can run the class as a live video on Facebook. People watching the feed can comment or ask questions for the speakers in real time, all you need is someone to monitor the Facebook feed and ask the questions as they come up. This is a great way to engage volunteers who may wish to participate remotely.

Consider reaching out to your local community access cable station(s) to build a relationship and see if they would be interested in partnering. Then, after you have established a contact, you can inform them of upcoming events for them to record/broadcast.

List of Massachusetts local community access cable stations:

<https://www.mass.gov/service-details/massachusetts-community-access-television-websites>