

Minutes of the February 11th, 2021 Online Harvard Cable Access Committee Meeting

Approved March 11th, 2021

Committee Members Attending: Nick Browse (chair), Robert Curran (vice chair), Amy Bassage, Chris Jones (recording secretary), David Henderson

Others Attending: Brittany Blaney (Station Manager), Hristina Tasheva (Station Operator)

Called to order at 5:02 PM

Meeting Minutes: Minutes of the November 12th and January 14th meetings were reviewed and unanimously approved.

Public Comments: none

Treasurer's Report:

- Nick had only small changes to report that involved payroll expenditures.
- At present the station has a projected budget of \$111,203.20 for FY21 compared to an operational budget of \$116,440. Nick suggested that since we are now under budget, the station purchase some "new gear," and Brittany will look into that.
- Brittany reported that of the approved \$7,500 for the TV Production course, she has spent approximately \$3,000.
- Nick has confidence that the budget requests we made of the town (\$6,000) and school (\$25,000) should be funded shortly.
- The town had a few questions about the FY22 projected budget, and Nick answered those questions to their satisfaction. We look good for next year.

Station Manager's Report:

- Brittany shared the attached report. Additionally...
- Nick wondered if the data we have collected over the past year could be analyzed at this point to see if the station might draw any conclusions from it. Brittany felt we were in a position at this point to spot some trends.
- Robert requested a report about what we've learned from the data so that we know "what to do more of and what to get rid of."
- Robert is close to finding someone who would bid on the sound booth job.
- Nick is interested in growing the school program, and he mentioned the potential of independent studies for interested students. Hristina mentioned the idea of an advanced level TV production course.

New Business:

- Nick wondered if the Harvard Schools Trust was the right organization to request money from for the sound booth. Robert felt that if we could tie curriculum/enrichment into the booth, the request for money might work. Chris wasn't convinced that the HST was the best organization for this request.
- Nick proposed the idea that the Lion's Club might be willing to help fund the sound booth. Robert will reach out to Bill Johnson about the idea.
- Chris floated the idea of approaching large, local businesses such as Cisco Systems in Boxborough who might be willing to help a small town cable television station with funding for certain projects in exchange for some positive publicity. Robert thought the idea was worth considering.

Meeting adjourned at 6:14 PM

The next meeting is scheduled for March 11th at 5:00 PM.

HCTV Station Manager Report

- **Programming/Event Coverage (01.14-02.10) - Reel:**
<https://vimeo.com/511304285>

- *Public*

- Senior Spotlight, February 2021
- Stress Reduction Yoga 2021
- COVID Psychological First Aid Kit
- Story Slam: Pam Frederick

- *NEW to Vimeo*

- Warner Free Lecture: Story Slam 2011
- Music of the Beatles
- Library Piano Dedication
- Author Talk: TA Barron

- *Government*

- 54 Meetings (55 Last Month)
 - Community Preservation Committee
 - Warner Free Lecture Trustees
 - School Comm Negotiation Subcommittee
 - School Committee
 - Board of Health
 - Community Resilience Working Group
- Conservation Commission
- Harvard-Devens Jurisdiction Committee
- HES Change Order Working Group
- Finance Committee
- Historical Commission
- School Committee Budget Subcommittee

- Student Advisory Committee
- Select Board
- Parks and Recreation Committee
- Library Trustees
- Planning Board
- Bromfield School Council
- Bare Hill Pond Watershed Management
- Deer Management Subcommittee
- Devens Enterprise Commission
- SEPAC
- Bromfield House Committee
- Agricultural Advisory Committee
- Land Stewardship Subcommittee
- School Committee Policy Subcommittee
- HES School Building Committee
- Commission on Disabilities
- Council on Aging Board
- NVRDD Finance Committee
- Community Cable Access Committee
- Gov. Baker COVID-19 Updates

• Analytics

- **YouTube** (Last 28 Days)
 - Bromfield Graduation 2020, 6 (5 last month)
 - Harvard Lions Club Youth Speech Contest, 1
- **Instagram** (<https://www.instagram.com/harvardcabletv/>)
 - 98 followers (+ 7)
- **Twitter** (<https://twitter.com/harvardcabletv>)
 - 16 Followers (+ 5)
- **Facebook:** (Last 28 Days) Page Views 21 (▲50%), Post Engagement 141 (▲74%), Post Reach 615 (▲76%), Page Likes 1 (▲100%)
 - Most popular: Story Slam: Pam Frederick (64), Board of Health 01.15.21 (43), Select Board 02.02.21 (39), School Committee Budget Subcommittee 01.14.21 (36), COVID Psychological First Aid Kit (33)
- **Vimeo:** (01.14-02.10), 595 views (561 last month)
 - Top Videos
 - Harvard Lions Service Project at Clear Path for Veterans, 108
 - Story Slam: Pam Frederick, 67
 - Dog Training Area Ribbon Cutting, 20
 - Warner Free Lecture: Story Slam 2011
 - Select Board 02.02.21, 12
 - Source URLs
 - harvardcabletv.com, 280
 - Vimeo, 248
 - Twitter, 7
 - Bing, 6
 - Yahoo, 1

- **Wordpress** (<https://harvardcabletv.com/>)
 - 2,339 Pageviews (▲1%)
 - 1,917 Sessions (▲4%)
 - Top Referrals: harvard.ma.us, harvardpress.com, Nextdoor, Facebook
- **Pending Projects**
 - Senior Spotlight March 2021
 - 3rd Grade Biographies
 - Clear Path For Veterans Introduction/Overview Program
- **COVID-19 Adjustments**
 - Staff in studio when necessary
 - Masks on
 - Masks & Hand Sanitizer Provided
- **HPS**
 - **Bromfield Video Production Course**
 - 2nd week
 - 2 less students than anticipated, Largest cohort group now 9 v. 10
 - Youtube Premium Account
 - **Bromfield Video Production Course Independent Study**
 - 3 projects completed
 - **HPS Professional Development Workshop**
 - 2 sessions completed, more to be scheduled
- **Facilities**
 - Recording Booth
 - Robert working on referrals
 - Spoke with Cynthia re: possible grant