

Minutes of the May 6th, 2021 Online Harvard Cable Access Committee Meeting

Approved June 10th, 2021

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

Missed but not forgotten: David Henderson

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

Called to order at 5:02 PM

Meeting Minutes: Minutes from the April 8th, 2021 meeting were reviewed and approved unanimously. Chris continues to kill it.

Public Comment: none

Treasurer's Report: Nick Browse

- There has not been much change in the budget outside of payroll.
- The late arriving invoice of \$840 from HB Communications is still being sorted out with Town Hall.
- The warrant for town meeting is up, and the town has funded what the committee requested for FY 2022. This is good news.
- The recovery of Covid-19 expenses remains unresolved, and Nick is waiting for a response from Tim Bragan.
- Brittany would like to purchase a 6K Black Magic Design Pocket Cinema Camera with our budget surplus. The camera costs \$1,995. Robert asked if we had the lenses and filters we would need for that particular camera, and Brittany said those will need to be purchased as well. This will probably raise the cost by \$2,000. Chris asked if we plan to put this camera in the hands of students, and Brittany said "only the most experienced students would handle the camera." The camera will not be used exclusively for the Video Production course, and it will be good to learn and operate this new technology. Brittany will pull the price of the entire package together for the next meeting.

Station Manager's Report:

- Brittany shared the attached report. Additionally...
- Nick asked how HCTV will be handling "hybrid meetings" for town committees. Brittany suggested that HCTV's role will be different but still very involved.

- SusanMary Redinger has employed a person (professional) outside HCTV to film a virtual tour of the new elementary school. Both Robert and Nick wondered why HCTV wasn't asked to do this work as Hristina and Brittany would be more than capable. Nick will speak with SusanMary.
- Bromfield is creating an academic awards video for graduating seniors to be broadcast on Tuesday, June 1st. Chris will ask Julie Horton if she would like HCTV to help with the production of the video.
- No new leaks have emerged in the studio, and the air conditioning was checked and appears to be working.

New Business:

- Nick and Robert brainstormed about one or two new committee members and have reached out to several people. At least one individual is considering the position.
- Nick believes that the committee will need to have a discussion this fall about our sustainability and current business model which looks tenuous due to the downward trend in Charter revenue. Robert believes the telethon would be both fun and helpful as a fundraiser, and Amy liked Nick's idea of creating an HCTV membership program.
- Robert did speak with the soundbooth vendor and asked Brittany about an alternative space in the studio for the booth. He is trying to home in on the cost of the project.

Meeting adjourned at 6:06 PM.

The next meeting is scheduled for June 10th at 5:00 PM.

HCTV Station Manager Report

- **Programming/Event Coverage (04.08-05.05) - Reel:**
<https://vimeo.com/545674508>

- *Public*

- | | |
|---|--|
| • Senior Spotlight, May 2021 | • HWC Maria Day (Private Link) |
| • Understanding the Black Hole Image | • <i>NEW to Vimeo</i> |
| • Story Slam "Robert Curran" | • Earth Day Fair 1997, A Tribute to Bob Reed |
| • Community Harvard Project Drone Short | • Bromfield Spring Concert 2010 |
| • Bloom 'n Art, 2021 | |
| • Will Your Drivers License Fly? | |

- **Government**

- 40 Meetings (51 Last Month)
 - Historical Commission
 - School Comm Budget Subcommittee
 - Select Board
 - Planning Board
 - Library Board of Trustees
 - Bare Hill Pond Watershed Mgmt Comm
 - Devens Enterprise Commission
 - Energy Advisory Committee
 - Community Preservation Committee
 - Agricultural Advisory Committee
 - Board of Health
 - HES School Council
 - Land Stewardship Subcommittee
 - Municipal Affordable Housing Trust
 - Parks & Recreation
 - School Committee
 - Community Resilience Working Group
 - NVRDD Finance Committee
 - Commission on Disabilities
 - Cultural Council
 - Board of Health
 - Council on Aging Board
 - Deer Management Subcommittee
 - HES School Building Committee
 - Conservation Commission
 - Warner Free Lecture Trustees
 - Zoning Board of Appeals
 - Community Cable Access Committee
 - HES Change Order Working Group
 - School Comm Negotiation Subcommittee

- **Analytics**

- **YouTube** (Last 28 Days)
 - Bromfield Graduation 2020, 4 (1,003)
 - Harvard Lions Club Youth Speech Contest, 1 (74)
- **Instagram** (<https://www.instagram.com/harvardcabletv/>)
 - 122 followers (+ 7)
- **Twitter** (<https://twitter.com/harvardcabletv>)
 - 18 Followers (+ 0)
- **Facebook:** (Last 28 Days) Page Views 34 (▲70%), Post Engagement 62 (▼24%), Post Reach 114 (▼36%), Page Likes 7 (▲250%)
 - Most popular: Bromfield Spring Concert 2010 (40), Robert Curran Story Slam (39), COA Real ID (34), Bloom n' Art (33), Student Advisory Committee 04.07.21 (33)
- **Vimeo:** (04.08-05.05), 562 views (480 last month)
 - Top Videos
 - Bloom 'n Art, 153
 - Select Board 04.20.21, 33
 - HWC: Maria Day, 21
 - Will Your Drivers License Fly?, 20
 - Harvard Schools Trust Cider Fundraiser, 19 (73 Total)

- Source URLs
 - harvardcabletv.com, 238
 - Vimeo, 145
 - bloomnart.online, 131
 - Bing, 10
- May 2020-21
 - Mac Henry Interview, 445
 - HES COVID Procedures, 330
 - HES Tour: Nov. Update, 237
 - Restoration of the 1870 George Stevens Organ, 155
 - Bloom 'n Art 2021, 153
 - Harvard Lions Service Project at Clear Path For Veterans, 110
 - HES Tour, 109
 - 3rd Grade Biographies, 93
 - Story Slam: Pam Frederick, 88
- **Wordpress** (<https://harvardcabletv.com/>)
 - 3,509 Pageviews (▲22%)
 - 2,462 Sessions (▲13%)
 - Top Referrals: harvard.ma.us, Facebook, harvardpress.com
- **Pending Projects**
 - 3rd Grade Poetry Slam
 - HES Tour?
 - Select Board Candidate Forum (5/11)
 - Senior Field Day (5/14)
 - Celebration Senior Event (5/14)
 - Annual Town Meeting (5/15)
 - Senior Spotlight June 2021
 - COA Story Slam "Harvard Press" (5/27)
 - Senior Parade (6/2)
 - 2021 Bromfield Graduation (6/4)
 - COA Story Slam "Jack Wilson" - Upper Town Hall (6/8)

- Clear Path For Veterans Introduction/Overview Program
- **COVID-19 Adjustments**
 - Staff in studio when necessary, Masks on
 - Masks & Hand Sanitizer Provided
 - Vaccinations
- **HPS**
 - **Bromfield Video Production Course**
 - 3 Productions Completed- “Day in the Life,” Sound Project, “You Missed Something”), 4th Production Assignment began this week
 - 1 Semester Course for 2021-2022 School Year
 - High School Students: 13 Definite, 25 Alternate
 - **Bromfield Video Production Course Independent Study**
 - 5 projects completed
 - **HPS Professional Development Workshop**
 - 2 sessions completed
 - 5/18 & 6/8, 3 PM Sessions
- **Facilities**
 - Recording Booth