

Minutes of the October 14th, 2021 Online Harvard Cable Access Committee Meeting

Approved November 18th, 2021

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

Others Attending: Brittany Blaney (Station Manager), Hristina Tasheva (Station Operator), Kathryn Costello (prospective member)

Called to order at 5:01 PM

Meeting Minutes: Minutes of the September 26th, 2021 meeting were reviewed and unanimously approved.

Public Comments: none

Treasurer's Report:

- Nick reported that very little has changed in the way of expenses or Charter revenue.
- The FY22 starting balance is \$9,000 more than anticipated.
- Nick, Chris, and Brittany recently met with Linda Dwight, superintendent of schools, and she confirmed that the schools will contribute the promised \$25,000 for the 2021-22 school year. Linda was surprised that the TV production course was only going to run for one term and had only eight students. Brittany explained that the interest level was very high, but the school's schedule precluded a number of students from taking the course. Linda is going to investigate the problem. Chris will inquire if the course might be able to run again in term 2 even though it's unlikely.
- Robert thinks a quick video promoting the course could be helpful to maintain and spark interest for next year. The video could be made available to all students.
- Brittany and Hristina have submitted a proposal for a Video Production Club which would run this spring and perhaps sooner. It is in the pipeline to be approved by the School Committee.
- The budget season is upon us, and Nick would like to put together a schedule for next year's budget, but the Finance Committee hasn't offered enough guidance, such as an annual percentage increase, so we can't discuss at the moment.
- The HCTV budget will be due by December, so the committee will need to finalize it in November.
- Nick shared a modified but fluid FY23 proposed budget. Robert and Nick believe we should request an increase in the omnibus funding to \$10,000. The purchase of further

hardware and equipment for the studio was also discussed. Nick and Brittany will present a proposed budget for the committee's review at our November meeting.

- Brittany plans to put together a highlight reel video of HCTV's work with and for the schools to show to the School Committee.

Long Range Plan:

- The committee discussed simultaneous recording in Upper Town Hall. In the smaller meeting room Dave felt we could use a table top mic, probably wireless. Brittany spoke about the possibility of purchasing a new Black Magic switcher, and Robert suggested looking at one made by Atlas (?). Nick asked if we knew the total cost of equipment and installation to satisfy the job. Brittany will create a recommendation that will capture all the costs.

Station Manager's Report:

- Brittany shared the attached report. Additionally...
- Nick wondered if we could get the Historical Society's talk on the Stone Walls of New England so that we could post it to the website. Supposedly it was very interesting. Brittany has tried to get Warner Free Lecture videos with no success. Nick will send her the chair's contact information.
- Nick asked about the goal of the Video Production Club. Brittany and Hristina want to give kids an opportunity to work with video production who didn't get the opportunity to take the course this year. Brittany would also like to bring back Bromfield Now--the student produced Bromfield news report that runs weekly. Nick expressed concern about equipment use and the time commitment Brittany and Hristina might have to make with the club. Brittany thought it would be manageable.
- There will be an HCTV professional development workshop for the school system on November 18th at 3:00 PM.
- The committee feels we should keep Judy Wong working for the station as she's quite talented in maintaining the Cable Channel bulletin board.
- Hristina shared the station's new blog that informs subscribers about new content on the website. Robert and the entire committee loved the idea. Chris has already signed up for email updates.

New Business:

- Robert asked Kathryn Costello if she might be interested in joining the committee as she has an excellent background in photography and cinematography. Kathryn suggested that the station could host a town film festival as a fundraiser and perhaps a cinematography seminar.

The next meeting is scheduled for November 18th at 5:00 PM on Zoom.

Meeting adjourned at 6:48 PM.

HCTV Station Manager Report

- **Programming/Event Coverage (09.16-10.13) - Reel:**
<https://vimeo.com/631978564>

- *Public*

- *Old Frog Pond Farm (Independent Prod.)*
- *Senior Spotlight: October 2021*
- *A Day in the Life (Bromfield Course)*
- *Proposed COA Building*
- *L'Acadie! (Historical Society & Warner Free Lecture)*
- *Pace Program (COA)*
- *NEW to Vimeo*
- *Pin Hill Tribute (2009)*

- *Government, 54 Meetings*

- Select Board
- CRWG Plan Development Subgroup
- Water & Sewer Commission
- Cultural Council
- Climate Action Plan
- Deer Management Subcommittee
- Transportation Advisory Committee
- Harvard-Devens Jurisdiction Committee
- SEPAC
- Community Preservation Committee
- Insurance Advisory Committee
- School Comm Policy Subcommittee
- School Comm Budget Subcommittee
- Board of Health
- Planning Board
- Library Board of Trustees
- Conservation Commission
- Historical Commission
- Finance Committee
- Permanent Building Committee
- Land Stewardship Subcommittee
- Agricultural Advisory Committee
- Parks & Recreation
- School Committee
- HES School Building Committee
- Council on Aging Board
- Bare Hill Pond Watershed Mgmt Comm
- HES School Council
- All Boards
- Capital Planning & Investment Committee
- Municipal Affordable Housing Trust
- Community Cable Access Committee

- **Analytics**

- **YouTube** (Last 28 Days)

- 14 views
 - Bromfield Graduation 2021, 7
 - Bromfield Graduation 2020, 3
 - Harvard Special Town Meeting 10.03.20, 3
 - HES Ribbon Cutting, 1

- **Instagram** (<https://www.instagram.com/harvardcabletv/>)

- 145 followers (+ 5)

- **Twitter** (<https://twitter.com/harvardcabletv>)

- 21 Followers (+ 0)

- **Facebook:** Most popular posts by “reach” (Last 28 Days):

- Proposed COA Building (106)
- Horror Movie Weekends (52)
- Old Frog Pond Farm (40)
- Permanent Building Committee 09.22.21 (30)
- Water & Sewer Commission 09.22.21 (21)

- **Vimeo:** (09.16-10.13), 366 views (450 in Sep. 2021)

- Top Videos
 - HCTV Website Tour, 23
 - Parks & Recreation Commission 09.20.21, 16
 - Select Board 09.14.21, 16
 - Board of Health 09.14.21, 10
 - Select Board 09.21.21, 9
- Source URLs
 - harvardcabletv.com, 246
 - Vimeo, 101
 - Bing, 6
 - Yahoo, 1

- **Wordpress** (<https://harvardcabletv.com/>)

- 1,390 Page views
- Top Referrals: harvard-ma.gov, Instagram, harvardclimateinitiative.org, , harvardpress.com, nextdoor.com, twitter, thetrustees.org

- **Pending Projects**

- Wachusett Muster League 2021 Fire Muster
- Bromfield Course “Sound Project”
- In-Sight: Together, Apart (Fivesparks)
- Fall Town Meeting 10.16.21
- Bromfield Fall Concert
- Bromfield Course “Don’t Look Now”
- Senior Spotlight November 2021
- “Another Border” (Warner Free Lecture)
- Michelle Gendreau “Harvard@Home”

- **COVID-19 Adjustments**

- Staff is fully vaccinated
- Masks & Hand Sanitizer Provided
- Following HPS COVID Policies

- **HPS**

- **Bromfield Video Production Course**

- 2 Projects Completed
- 3rd Project in progress
- Projects to be played on Bromfield Bulletin Board

- **Bromfield Video Production Club**

- Application has been submitted, awaiting approval

- **HPS Professional Development Workshop**

- 11/18 @ 3 PM

- **Other**

- **MassAccess Fall Meet & Greet 10/25**

- Copyright & Fair Use
- Legislative Update

- **Judy Wong**

- No longer eligible for tax credit workout program

- **Assabet Co-op Student**

- Begins week of 10/25

- **Weekly Blog/Newsletter**

- Available on our website & via email
 - Highlights new programming with links (including meetings)
 - Features one “Throwback” video
 - Gives Bromfield Course updates