

## **Minutes of the February 10th, 2022 Online Harvard Cable Access Committee Meeting**

Approved 3/10/22

**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)

**Called to order at 5:03 PM**

**Meeting Minutes:** Minutes of the January 13th meeting were reviewed and unanimously approved.

**Public Comment:** none

### **Budget and Finance:**

- Brittany and Nick focused on forecast expenses which have dropped a bit and are now in line with the projected budget
- Town hall switcher expense may be larger than the projected \$5,000. Nick thinks \$7,500 may be more appropriate.
- Finance committee appears to be satisfied with our projected budget.

### **Station Manager's Report:**

- See attached, in addition...
- The application for a video production club has been submitted to the school committee but needs approval.
- Nick asked how we plan to launch the club. Brittany thought posters and a promotional video on the school's broadcast network would suffice. Robert wondered if student numbers might be low if we launch the club in the spring versus the fall. He also thought we should consider "dressing up" the title of the club to Future Film Makers or something akin to it. Brittany thinks a "soft" launch this spring makes sense.
- The idea of a film festival sponsored by HCTV is still very much on the table.
- It appears that replacing the switcher and recording equipment at upper town hall projects to be much more expensive than we anticipated. The Creston touchpad would be \$10,000 alone in addition to \$14,000 for a new switcher and recording equipment. Brittany thinks we need to look at other vendors. Dave wondered if the equipment could be "simplified" for a lot less money; "there are other avenues." Creston is not the only option. Robert thinks finding another vendor makes sense, and Nick suggested we move away from the HB vendor because they're just too expensive. "It's time to make a change." Brittany is

happy to “cut the cord” with HB and will look at other vendors. Dave will help with this initiative and would like to take another look at the upper town hall space. The goal is to have the capacity to film two separate meetings in two separate spaces at the same time.

### **Station Operations Position:**

- Chris will be the committee’s point person for the process of hiring the new station operations person, but Brittany and Hristina will play the integral role.
- Brittany indicated that the first step is to update the job description which has changed. Nick has an old copy. Brittany, Hristina, and Chris will work on it.
- Brittany would like to have someone hired by August which means we should advertise in June.

### **New Business:**

- This March, Nick plans to judge the Bromfield Science Fair as part of the faculty, but we will not have a representative from HCTV.

The meeting adjourned at **6:07 PM**.

The next meeting is scheduled for **March 10th at 5:00 PM** via Zoom.

## **HCTV Station Manager Report**

### **• Programming/Event Coverage (01.13-02.09) - Reel:**

**<https://vimeo.com/676026001>**

#### *• Public*

- Senior Spotlight: February 2022 (COA)
- Nutrition Supplements (COA)
- Story Slam: Nina Sankovitch (COA)
- Iron and Fiber: Gallery Tour (Fivesparks)
- Warm Glow: My Life Restoring Antique Stoves (Fivesparks)
- Lions Club 2022 Winter Fest Promo
- NEW to Vimeo
- Volunteers Fair, 2010
- Carlson Orchards, 2011

#### *• Educational*

- Boys JV Basketball vs. Tahanto
- Boys Varsity Basketball vs. Tahanto
- Boys Middle School Basketball vs. Clinton
- Girls Middle School Basketball vs. Clinton

- Girls JV Basketball vs. Assabet
- Girls Varsity Basketball vs. Assabet
- Boys JV Basketball vs. Narragansett
- Boys Varsity Basketball vs. Narragansett

- **Government, 46 Meetings**

- Finance Committee
- Permanent Building Committee
- Warner Free Lecture
- Parks & Recreation
- School Comm Budget Subcommittee
- Library Board of Trustees
- Planning Board
- School Comm Policy Subcommittee
- Harvard-Devens Jurisdiction Committee
- Transportation Advisory Committee
- Personnel Board
- Conservation Commission
- Insurance Advisory Committee
- Historical Commission
- Revenue Ideation Committee
- Select Board
- Climate Initiative Committee
- Agricultural Advisory Committee
- Zoning Board of Appeals
- Board of Health
- Bare Hill Pond Watershed Management
- HES School Building Committee
- Deer Management
- Commission on Disabilities
- Community Cable Access Committee
- Community Resilience Working Group
- Community Resilience Working Group
- Council on Aging
- Open Space Committee
- Energy Advisory Committee
- HES School Council
- Community Preservation Committee

- **Analytics**

- **YouTube**

- 33 Subscribers (+1)
- 01.13-02.09, 19 views
  - Bromfield Graduation 2020, 12
  - Bromfield Graduation 2021, 6
  - HES Ribbon Cutting, 1
  - Fivesparks YouTube: Warm Glow, 257

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

- 153 followers ( + 5)
- 01.13-02.09, Most popular posts by “reach”
  - Flashback: 2010 Volunteer’s Fair, 49
  - Fivesparks: Iron & Fiber Exhibit, 43
  - Nutritional Supplements, 30

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

- 24 Followers (+ 1)

- **Facebook:**

- 01.13-02.09, Most popular posts by “reach”

- Fivesparks: Iron & Fiber Exhibit, 49
- Flashback: 2010 Volunteer's Fair, 48
- Fivesparks: Warm Glow Livestream, 44
- 1/29-2/4 Newsletter, 34
- Library Trustees 02.07.22, 33

- **Vimeo**

- *01.13-02.09: 675 views (488 in Jan. 2022)*

- Top Videos

- Iron & Fiber: Gallery Tour (Fivesparks), 54
- Lions Club 2022 Winter Fest Promo, 51
- Author Talk: Linda Hoffman (Fivesparks), 46 (62 All Time)
- School Committee 01.10.22, 17
- Warm Glow: My Life Restoring Antique Stoves (Fivesparks), 16

- Source URLs

- harvardcabletv.com
- Vimeo
- Bing
- Nextdoor
- Twitter

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

- 1,661 Page views (1,454 in January)
- Top Referrals: Facebook, harvard-ma.gov, harvardpress.com, google, Instagram

- **Pending Projects**

- *Bromfield Course*: Documentary, Choose Your Own Adventure, 7th Grade Joint Project
- Fivesparks Exhibit Feb 2022: The 40 over 40 Portrait Experience
- Fivesparks Panel Discussion (w/ livestream): Women, Aging, & Self Identity
- 12 Basketball Games
- 3rd Grade Biography Projects
- Senior Spotlight March 2022
- Annual Bromfield Jazz Night
- Winter Fest 2022
- Deer Management Panel Discussion

- Green Team & Garden Club Burning Bush Replacement Video
- **COVID-19 Adjustments**
  - Staff is fully vaccinated (& boosted!)
  - Masks & Hand Sanitizer Provided
  - Following HPS COVID Policies, New policy 1/10
- **HPS**
  - **Bromfield**
    - *Video Production Club*: Principal Approval, To be submitted to School Committee
    - *Public Speaking*: Surprise Q&A
    - *Green Team*: Thursdays 7:30 AM
    - Bromfield Photography Course
- **Other**
  - Meeting Edit Disclaimer: “Portions of this meeting may have been edited to remove content not related to board/committee matters.”
  - HB Communications - Upper Town Hall Upgrades