

HCTV meeting Nov 12, 2020

5:00 – 6:50PM, Online Meeting

Minutes recorded by Amy Bassage

In attendance:

Committee

- Amy Bassage
- David Henderson
- Nick Browse
- Robert Curran

Others

- Britany Blaney-Anderson
- Hristina Tasheva

Nick called us to order.

(Zoom Conference expectations read)

No Public Comment

No minutes to approve

2020-21 Budget projects and spending

- Expense report prepared and shared by Nick
- Expenses remain low.
- Income reviewed from Charter, town & general fund.
- Income from Charter is dropping.
- There are other options to look into for revenue.
- David asked, and Nick confirmed that the decline is due to cable cutting, because Charter has no competition in Harvard.
- However, as a whole, there is little change month to month from where we have been.
- We are on track.

Station Manager's Report

Brittany presented a recap video, including the following:

- HES School council
- Covid updates
- Three apples story telling

- 2010 talent show
- Senior spotlight
- HES Virtual Veteran's Day Assembly

Brittany discussed other featured shows and their rating/reviews/popularity
Hristina and Brittany discussed some of the upcoming events which will be taped as well.

Events/videos have decreased.

The most popular videos this month were as follows:

- Side Effects (the band)
- Veteran's Day 2012
- Conservation Commission
- School Committee

Pending Projects are as follows:

- COA – webinar
- Historical Society Organ Project
- Keeping the Holidays in Perspective
- How to use your EMS
- Senior Spotlight
- Holiday Décor Contest – Harvard Family Association
- Lions Club Speech Contest
- Clear Path for Veterans' Service Dog Graduation
- Art & Soup

Covid 19 Adjustments in the studio were discussed related to masks and hand sanitizer.

Video Production Course -

9 middle school & 9 high school students

Meeting and planning with the teacher, Cynthia

\$1400 estimated cost per equipment package (for students to share or use individually) – that conversation will take place with Linda

Tyler's independent study, the organ project, is going so far/so good – Brittany is his advisor and she has been in contact with his Bromfield facilitator. The committee would like to have more students take advantage of independent projects through HCTV in time.

Sound proof booth construction at the studio has been looked into by Rob. Building inspector gave the okay.

When we have a plan and budget, we will talk more with the school building leaders.

Budget

- Town would like level funded budget and 5% less
- Because Charter funds are going down, we are going to see a 5% cut no matter what.
- We have reserves that offer us some latitude.
- Stay the course for first six months of fiscal year 22 and then be back to “normal” the remaining 6 months.
- Salaries were discussed and budgeted with estimates for the entire year.
- Although we may not get it, bringing up the fact that we have increased media coverage, sets the ground work for increased funding from the town in the future.
- We average about 50 meetings covered by HCTV per month.
- Brittany explained that she was conservative when creating the budget, and that the studio really needs everything in there.
- Rob pointed out that we are not putting in the switcher this year, but that is a service now we can't provide. We are scaling back, but our scaling back effects our ability to help the town through the crisis of communication during the pandemic. Our communication services have never been more essential to the town. Scaling back jeopardizes our ability to fully cover meetings at the level we are currently providing.
- The school has been very supportive. We have in the past had discussions with Linda to increase FY22 school funding to \$25K.
- Work more on the budget draft in the next week or so, to be voted upon and submitted by Dec. 1.
- We will meet again on November 24 at 5:00 to specifically review and vote on the budget.

The town is asking town committee members if they are willing to create gmail addresses (first name, last initial 01451) so that the town can easily reach us individually. We collectively are not very interested in the idea. We are willing to be flexible, but for now we'd like to table the idea.

Next regular HCTV committee meeting Thurs. Dec. 10 at 5:00.

Motion to adjourn at 6:50 by Nick.
All were in favor.

[illegible]

HCTV Station Manager Report

- **Programming/Event Coverage (10.15-11.11) - Reel: <https://vimeo.com/478589407>**

- *Public*

- Fivesparks “Barry Van Dusen”
- Loaves & Fishes Annual Meeting
- Senior Spotlight November 2020
- COA Story Slam “War Monument Restoration Committee”
- Veterans Day Programming (2010, 2012, & 2018)

- *Government*

- 44 Meetings (64 Last Month)
 - Zoning Board of Appeals
 - Board of Health
 - Community Resilience Working Group
 - Conservation Commission
 - Harvard-Devens Jurisdiction Committee
 - Library Trustees
 - Historical Commission
 - Finance Committee
 - Open Space Committee
 - Warner Free Lecture Trustees
 - Deer Management Subcommittee
 - Capital Planning & Investment Committee
 - Insurance Advisory Committee
 - Select Board
 - Parks and Recreation Committee
 - Planning Board
 - School Committee Policy Subcommittee
 - Agricultural Advisory Commission
 - Community Preservation Committee
 - Land Stewardship Subcommittee
 - Bare Hill Pond Watershed Management
 - SEPAC
 - Commission on Disabilities
 - War Monument Restoration Committee
 - COA Board of Directors
 - HES School Council
 - Municipal Affordable Housing Trust
 - HES School Building Committee
 - Community Cable Access Committee

- *Education*

- HES Virtual Veterans Day Assembly 2020

- **Analytics**

- **YouTube** (Last 28 Days)
 - Bromfield Graduation 2020, 14
 - Special Town Meeting 10.13.20, 1
- **Instagram** (<https://www.instagram.com/harvardcabletv/>)
 - 63 followers (+ 4)
- **Twitter** (<https://twitter.com/harvardcabletv>)
 - 10 Followers (no change)

- **Facebook:** (Last 28 Days) Page Views 29 (▼6%), Post Reach 591 (▲27%), Page Likes 4 (▲33%)
 - Most popular: Veterans Day Post, 2nd (41), Veterans Day Post, 1st (37), Gov. Baker COVID-19 Update 11.10.20 (34), Gov. Baker COVID-19 Update 11.06.20 (34), Planning Board 11.02.20 (33)
- **Vimeo:** (10.15-11.11), 468 views (877 last month)
 - Side Effects, 40 (80 total)
 - Veterans Day 2012, 18
 - Conservation Commission 10.15.20, 15
 - School Committee 10.13.20, 12
 - School Committee 10.26.20, 11
- **Wordpress** (<https://harvardcabletv.com/>)
 - 2,162 Pageviews (▼4%)
 - 1,804 Sessions (▼6%)
 - Top Referrals: harvardpress.com (8), nextdoor.com (6), harvard.ma.us (2), Gmail (2)
- **Pending Projects**
 - COA “Grey Divorce with Renee Senes”
 - Historical Society Organ Performance
 - COA “Keeping the Holidays in Perspective”
 - COA “How To Best Use Your EMS Service”
 - Senior Spotlight December 2020
 - Harvard Family Association Holiday Decor Contest
 - Harvard Lions Club Speech Contest, 12/03
 - Clear Path For Veterans Service Dog Graduation, 12/05
 - Art & Soup - Paul & Sharon Correnty
- **COVID-19 Adjustments**
 - Staff in studio when necessary
 - Masks on
 - Masks & Hand Sanitizer Provided

- **HPS**
 - **Bromfield Video Production Course**
 - 1 semester, January-June
 - Hybrid Model - No class on Wednesday
 - Must also plan for full virtual
 - Student Numbers:
 - High School - 9
 - Middle School - 9
 - Creating Syllabus and Lesson Plans with Cynthia Fontaine
 - **Bromfield Video Production Course Independent Study**
 - Tyler Hill - Pass/Fail (3+ hrs week)
 - **HPS Professional Development Workshop**
 - 1 session completed, 2 additional scheduled
- **Facilities**
 - Recording Booth
 - Building Inspector approved (unofficially)