

## **Minutes of the January 13th, 2022 Online Harvard Cable Access Committee Meeting**

Approved 2/10/22

**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 5:06 PM**

**Meeting Minutes:** Minutes of the November 18th, 2021 meeting were reviewed and unanimously approved.

**Public Comments:** none

### **Treasurer's Report:**

- Nick indicated that not much had changed outside of payroll expenses.
- There was an unanticipated software expense that fits within the projected budget but should be itemized in the future.
- In unexplainable but good news, the Charter receipts were up by around 10%. Robert asked if the gain in receipts affects our projected budget. Nick said it gives us a little more reserve/cushion to work with that would help us down the line with other unexpected expenditures.
- The town asked questions about the FY23 budget, and those questions were addressed.

### **Staffing:**

- Hristina will be going to film school in London for a year, and the committee will need to replace her by September, 2022. This is a very definite loss as Hristina has done terrific work for the station, but the committee is excited for her. Nick asked about a timeframe for the hiring process, and Brittany thought we should pull a job description together in April and advertise in May. It would be ideal if we could hire someone before Hristina leaves so that they can learn the ropes from her.

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

- Brittany shared the attached report. Additionally...
- Nick asked if the station's broad audience was in general "older," and if this was okay. Robert didn't believe this was a serious issue and that it would be tough for a local access station to capture the attention of teenagers and twentysomethings. Robert also thought

that we might be able to advertise certain programming more effectively in The Press to increase viewership. Brittany will talk to The Press.

- Our co-op student has been out sick with Covid, unfortunately.
- Hristina has produced a trailer video for teachers with examples of how HCTV can help with classroom projects. Nick emphasized that HCTV needs to get involved with the schools even more this spring to the best of its ability so that we can justify the \$25,000 the school contributes. Robert suggested we break down the working hours we commit to the school so that Linda can see what a bargain the schools are getting.
- Robert suggested the creation of a standard written statement for Zoom meeting videos when content had been removed or edited as a result of a “Zoom bomb” or flawed beginning or finish.

#### **New Business:**

- Brittany will head up the production of the annual report for the town.

The next meeting is scheduled for February 10th at 5:00 PM on Zoom.

**Meeting adjourned at 6:15 PM.**

## **HCTV Station Manager Report**

- **Programming/Event Coverage (11.18-01.12) - Reel:**

**<https://vimeo.com/647357307>**

- *Public*

- Senior Spotlight: December 2021 (COA)
- Senior Spotlight: January 2022 (COA)
- Staying Safe on the Internet, 2021 (COA)
- Gingerbread Decorating, 2021 (COA)
- Wreath Making, 2021 (COA)
- Story Slam: Virginia Hildreth (COA)
- Space Policy & Defense (COA)
- Side Effects Christmas Concert, 2021 (COA)
- War Memorial Dedication, 2021
- Author Talk: Linda Hoffman (Fivesparks)
- Mediated Landscapes (Fivesparks)

- **NEW to Vimeo**

- An Evening in Music
- Thanksgiving Concert, 2008

- *Educational*

- Public Speaking 2021 (Bromfield)
- Green Screen Project (Bromfield Course)

- News Package (Bromfield Course)
- HCTV & HPS Nov. 2020-21 (School Comm)
- Girls Middle School Basketball vs. Maynard
- Boys Middle School Basketball vs. Maynard
- Girls Varsity Basketball vs. Narragansett
- Boys Varsity Soccer vs. Mount Greylock
- Boys Varsity Soccer: State Championship
- Boys Varsity Soccer vs. Sutton

- Girls Varsity Soccer vs. Sutton
- Boys Varsity Soccer vs. Tahanto
- High School & 6th Grade Winter Concert
- Grades 7 & 8 Winter Concert
- HES Ribbon Cutting Ceremony, Nov 2021
- NEW to Vimeo
- Bromfield Winter Band Concert, 2010

## • *Government, 75 Meetings*

- School Comm Budget Subcommittee
- Deer Management
- Revenue Ideation Committee
- School Committee
- School Comm Policy Subcommittee
- Library Board of Trustees
- Board of Health
- Conservation Commission
- Finance Committee
- Harvard-Devens Jurisdiction Committee
- Historical Commission
- Select Board
- Warner Free Lecture
- Planning Board
- Council on Aging Board
- Capital Planning & Investment Committee

- Parks & Recreation
- HES School Building Committee
- Agricultural Advisory Committee
- SEPAC
- Community Preservation Committee
- Transportation Advisory Committee
- Zoning Board of Appeals
- Energy Advisory Committee
- Open Space Committee
- Community Resilience Working Group
- Land Stewardship Subcommittee
- Elderly & Disabled Tax Aid Committee
- Permanent Building Committee
- Insurance Advisory Committee
- Transport Plan Update Webinar
- Community Cable Access Committee

## • **Analytics**

### • ***YouTube***

- *32 Subscribers*
- *11.18-12.16, 27 views*
  - Bromfield Graduation 2020, 11
  - Bromfield Graduation 2021, 8
  - HES Ribbon Cutting, 2
  - Harvard Lions Club Youth Speech Contest 2021, 2
  - Harvard Special Town Meeting 10.16.21, 2
  - Harvard Annual Town Meeting 10.03.20, 2
  - Harvard Annual Town Meeting 05.15.21, 2
- *12.17-01.12, 27 views*

- Bromfield Graduation 2020, 10
- Special Town Meeting 12.17.21, 8
- Bromfield Graduation 2021, 7
- HES Ribbon Cutting, 1
- **Instagram** (<https://www.instagram.com/harvardcabletv/>)
  - 148 followers (+ 2)
  - 11.18-12.16, *Most popular posts by “reach”*
    - Mediated Landscapes (Fivesparks), 78
    - Firefighter’s Muster, 54
    - Wreath Making (COA), 50
  - 12.17-01.12, *Most popular posts by “reach”*
    - Author Talk: Linda Hoffman (Fivesparks), 104
    - High School & 6th Grade Concert, 74
    - Staying Safe on the Internet (COA), 50
- **Twitter** (<https://twitter.com/harvardcabletv>)
  - 23 Followers (+ 1)
- **Facebook:**
  - 11.18-12.16, *Most popular posts by “reach”*
    - Firefighter’s Muster, 57
    - Wreath Making (COA), 41
    - Mediated Landscapes (Fivesparks), 31
    - Deer Management Subcommittee 12.08.21, 21
    - Select Board 12.07.21, 21
  - 12.17-01.12, *Most popular posts by “reach”*
    - No Newsletter/Author Talk: Linda Hoffman (Fivesparks), 133
    - Author Talk: Linda Hoffman (Fivesparks), 46
    - School Committee 12.22.21, 38
    - Staying Safe on the Internet (CAO), 35
    - Capital Planning Committee 12.22.21, 31
- **Vimeo**
  - 11.18-12.16: 522 views (797 in Nov. 2021)
    - Top Videos
      - 2021 Firefighters Muster, 85

- Boys Varsity Soccer vs. Tahanto, 31
- Mediated Landscapes (Fivesparks), 16
- Select Board 12.07.21, 14
- Boys Varsity Soccer: State Championship, 12
- Source URLs
  - harvardcabletv.com
  - Vimeo
  - Twitter
  - Bing
  - Google
- *12.17-01.12: 488 views (522 in Dec. 2021)*
  - Top Videos
    - High School & 6th Grade Winter Concert, 84
    - Grade 7 & 8 Winter Concert, 29
    - Gingerbread Decorating (COA), 26
    - Author Talk: Linda Hoffman (Fivesparks), 16
    - Select Board 12.21.21, 15
  - Source URLs
    - harvardcabletv.com
    - Vimeo
    - Bing
    - Twitter
    - Bloomnart.online
- **Wordpress** (<https://harvardcabletv.com/>)
  - 1,454 Page views
  - Top Referrals: harvard-ma.gov, Facebook, harvardpress.com, google
- **Pending Projects**
  - Documentary (Bromfield Course)
  - Fivesparks Exhibit Jan 2022
  - 7th Grade Social Studies Joint Project
  - Fivesparks Artisan Lecture (w/ livestream)
  - 2 Basketball Games

- Senior Spotlight February 2022
- Story Slam: Nina Sankovitch
- Annual Bromfield Jazz Night
- Winter Fest 2022
- **COVID-19 Adjustments**
  - Staff is fully vaccinated (& boosted!)
  - Masks & Hand Sanitizer Provided
  - Following HPS COVID Policies, New policy 1/10
- **HPS**
  - **Bromfield Video Production Course**
    - Final Project in progress
  - **Bromfield Video Production Club**
    - Application has been submitted, awaiting approval
- **Other**
  - HB Communications - Upper Town Hall Upgrades