

**Minutes of the Harvard Community Cable Access Committee Meeting**  
**January 8, 2014**  
(Approved on Feb 12, 2014)

The Meeting was called to order at 7:07PM.

Attendees

Bill Johnson (Chair)

Steve Adrian (Member)

John Burns (Treasurer/Recording Secretary)

John Ball (Member)

Ray Dunn (Member)

Jonathan Williams (Member)

Minutes of the December 11, 2013 meeting were approved as submitted.

Mr. Burns provided a summary of the HCTV operational budget and relocation budget. Salary spending (including commitments) as of 12/31/2013 is \$8460 vs. a budget of \$19500. Spending for Utilities, Supplies and Equipment Maintenance is \$1459 vs. a budget of \$5300. (The budget for these categories is based on an average of the previous 3 years of spending.) Spending on new equipment to outfit the studio as of the same date is \$24053 vs. a budget of \$54309. (The equipment budget is based on presentations in support of requests for construction funding; it includes \$12000 for a new server. If all planned purchases are made, the end of year balance for the operational budget is expected to be essentially the new money received from subscriber fees. That money will be used to fund the studio operation for FY15.) Finally, the operational budget was used to fund \$4828 of renovation costs incurred prior to approval of the additional funding received at the Fall STM vs. a budget of \$2000.. The balance of the STM funding is \$8886 as of 12/31/2013. The estimated cost to complete the renovation is \$6000 leaving an estimated \$2886 to reduce the operational budgets contribution to the renovation to approximately \$2000, in line with the budgeted amount.

In order to help provide better monitoring the committee's spending vs. budget, Mr. Burns outlined new procedures for purchases using Town Accounts (such as Moore Lumber and Staples), the Town Credit Card and personal credit cards:

- First, receipts for any spending should be left in the folder at the studio.
- All requests for payments will be submitted by the Treasurer or the Chairman.
- If a personal credit card is used, the receipt must be attached to the town's Reimbursement Request form. (Copies can be found in the folder.)
- Because of a recent problem tracing spending at Moore Lumber, only the School's account should be used.

As part of the effort to better monitor spending:

- It was moved and unanimously approved that the Chairman or Treasure may approve time sheets.

- It was moved and unanimously approved that the Chairmen or Treasurer may approve vendor warrant submissions.

Mr. Johnson lead a review of the action item list with the following resolutions:

- Since the actionee is no longer a member of the committee, it was agreed to close item **AI-20120919-1**.
- Mr. Norcross transferred his financial records to Mr. Burns. Therefore, it was agreed to close item **AI-20121015-3**.
- Mr. Burns reported that Lion's club grants were normally reviewed in March. Since this AI was initiated at the request of the Lion's Club, it was agreed to keep item **AI-20130124-2** open.
- Based on the uncertainty in the future plans for renovation of Town Hall, it was agreed to close item **AI-20130313-2**.
- Since the current schedule for the contract negotiation precludes exploring alternate providers, it was agreed to close item **AI-20130911-1**.
- Chris Boyle has extended the schools wireless network to the studio. As a result, it was agreed to close item **AI-20131114-1**.
- Responses to CPCI questions were presented at the CPIC meeting on 12/19. It was agreed to close item **AI-20131211-3**.
- Based on the report summarized above, it was agreed to close item **AI-20131211-4**.
- Mr. Johnson met with Tim Bragan, town administrator, to discuss Charter contract negotiation strategy. (see discussion below). It was agreed to close item **AI-20131211-6**.

The curriculum architecture was discussed at length. The training outline (Attachment 2) was approved unanimously.

The following equipment purchases were discussed and approved:

- Mr. Williams presented the proposal from B&H for studio lighting. The committee approved the spending of up to \$2K for the lighting.
- Mr. Adrian presented an update on the status of monitor procurement approved at the Dec 11 meeting.
- Mr. Williams was authorized to procure camera arms from Access/AV.
- After a brief discussion of our microphones, it was agreed to defer the purchase of new microphones.
- Mr. Burns summarized his research into laptops for classroom use. Laptops with Intel i7 processors, 8GB RAM and full HD (1080x1920) screens were considered. Mr. Williams recommended that 16GB be a requirement. (In follow up discussions, it was agreed that growth to 16GB will be a requirement.) Configurations from Dell, Toshiba and Lenovo were discussed. Mr. Adrian requested that HP configurations also be considered. The committee authorized the spending of up to \$2400 for 2 laptops with consumer level Adobe Elements photo and video editing software. Initial purchase should be for a single laptop to allow an evaluation period.

- Based on a proposal from Mr. Ferguson, the committee authorized spending for a replacement to the ailing character generator.

The procurement of a Teleprompter was discussed. Mr. Williams accepted Action Item (AI-20140108-1) to research Software only (using existing PC's) or Software/Hardware options.

Mr. Johnson summarized his discussion with Tim Bragan regarding the upcoming Charter contract negotiation. Since the contract is with the Town of Harvard, Mr. Bragan will lead the negotiation with the help of an advisory board consisting of members of the cable committee, the BOS. Mr. Bragan expects to contract legal services with experience in this field. Mr. Johnson distributed the proposed process and requested feedback (AI-20140108-2) on item 1 by COB Sunday, 12 January.

Mr. Johnson reported that several committees have requested broadcast/recording coverage. Jarrod Revane is available to provide the additional coverage at minimum wage. (The town can employ minimum wage workers without requiring formal application process and performance reviews.) Mr. Fernandez indicated that he could reduce his hours to allow the hiring without exceeding the salary budget. It was moved and seconded that the committee offer a minimum wage position to Mr. Revane with a maximum of 17 hrs/mo. The motion passed unanimously.

The meeting adjourned at 9:52.

Respectfully submitted by:

John Burns

Attachment 1 - Action Item Summary

Attachment 2 - HCTV Community and High School Students Training Proposal

Attachment 3 - PROPOSED PROCESS FOR CHARTER CABLE CONTRACT RENEWAL

## Action Item Summary

<b>AI-</b>	<b>Actionee</b>	<b>Description</b>	<b>Status</b>
20120912-1	Stu Sklar	Contact Charter regarding the possibility of including more detailed HCTV programming information for the Charter On Screen Guide.	Closed 20140108
20121015-3	Mitch Norcross	Transfer financial records to the new treasurer.	Closed 20140108
20130124-2	John Burns	Investigate the possibility of providing closed captioning for locally produced programs.	Open
20130313-2	Mitch Norcross	Put together a detailed equipment and facility plan for the town hall renovation	Closed 20140108
20130911-1	Robert Fernandez	Identify the available TV service providers in the surrounding towns.	Closed 20140108
20131114-1	John Burns	Meet with Chris Boyle to ensure availability of the Public Wireless access.	Closed 20140108
20131114-2	Robert Fernandez et al.	Present a recommendation to the committee at the December 11 meeting for hardware and software to augment the resources available for the Video Production course.	Open
20131211-1	Steve Adrian	Draft a Partnership Agreement with representatives of the COA	Open
20131211-2	Steve Adrian/ Robert Fernandez	Purchase and install a monitor(s) for the Tricaster and install the 3 monitors used at the previous facility.	Open
20131211-3	Bill Johnson/ John Burns	Prepare responses to CPIC questions in support of HCTV request for A/C	Closed 20140108
20131211-4	John Burns	Prepare report of income and expenditures for FY13 and FY14 YTD	Closed 20140108
20131211-5	PPWG	Prepare a project plan for development of Policies and Procedures	Open
20131211-6	Bill Johnson	Meet with Tim Bragan to discuss upcoming contract negotiation with Charter	Closed 20140108
20140108-1	Jonathan Williams	Research Teleprompter configurations	Open
20140108-2	Committee	Provide feedback on Item 1 of "PROPOSED PROCESS FOR CHARTER CABLE CONTRACT RENEWAL" by COB Sunday, 12 January	Open

**HCTV Mission:** To serve the residents of Harvard by providing programming of town-related meetings, and by promoting access for the production of programs by residents and organizations of the town of Harvard.

**Implementation of Our Mission: Access Programming:** HCTV provides training sessions on video production, and offers trained residents access to equipment for the production of programs or community events. HCTV provides airtime for the presentation of these programs. Equipment loans from HCTV are determined by HCTV staff, and are dependent on availability. All programming that is completed using HCTV equipment must be available for airing on our access channels. The station staff supports the production process by tutoring and providing guidance, but does not normally participate in the production of access programs. If HCTV deems it appropriate, the station may provide additional training and production assistance during the initial startup phase of program production. This assistance, if provided, will end at a pre-designated point, at which time producers will be expected to continue on their own. HCTV staff will continue to be available to provide technical advice, consultation and guidance throughout the entire program production period. (All access production and scheduling is subject to certain rules, regulations, and limitations set forth in the HCTV Policy and Procedures Manual.)

## **Proposed new training curriculum**

### Program Vision

The following new training courses have been modified from previous offered classes and are specifically geared to generate new interest amongst High School students and adult town residents. HCTV will endeavor to offer both high-level and in-depth courses aimed at satisfying most students and residents interests.

### **HCTV. 01: Video Production Overview**

Audience: High School students and adult town residents

Content: This hands-on course will serve as an overview of the entire production cycle, and how it is applied to the creation and production of a real show. In just four sessions, course participants will learn the basic use of all lighting, filming, editing, and production control equipment as they record a “live show” that they collaboratively create. This course may be tailored to meet a specific production focus.

Upon completion of the Program, participants will be able to:

- Safely use studio and control room equipment.
- Understand and implement the concepts of composition.
- Apply design elements to different mediums.
- Work as part of a production team to understand all different roles.
- Direct and edit short, individual projects.
- Construct sets for different mediums.
- Work with new switching equipment

### **HCTV. 02: Video Capture**

Audience: High School and adult town residents.

Content: This course explores more deeply the theory and practice of video capture, including composition, lighting, and sound. Its topics may vary and may include guest speakers.

### **HCTV. 03: Video Editing**

Audience: High School and adult town residents

Content: This course offers more in-depth training on software tools and techniques for editing pre-recorded video.

### **HCTV. 01 Video Production Overview**

***Winter 2014***

The first offering of this course will be focused on skills needed to produce a 5-10 minute news/announcements show for the Bromfield School. Accordingly, the storyboarding and scripting instruction will be tailored towards news and announcements creation. Video production will be focused on a newsroom environment. The culminating class project will be the capture and recording of a 5-10 minute Bromfield news and announcements show.

The goal is to attract and train a critical mass of High School students to produce such a show on a repeatable basis for the remainder of the school year (see targeted staffing below). This show would be aired within the school and throughout the community to foster additional student participation to perpetuate the show throughout the following school year.

#### Initial positions to staff:

Producer	Responsible for the show's entire content. Works with Bromfield designated staff member to gather news clips. Prioritizes news.
Director	Direct the show, needs to know all of the other jobs. Works with producer, and Copy editor to determine show outline, content and flow. Only person that communicates with the Floor Manager
Floor manager	Main communication with the control room. Directs the floor flow.
Technical Director	Operates the switcher, checks chroma key.
Copy Editor	Takes announcements from designated Bromfield staff, edits and inputs text for the teleprompter. Works with Producer and Director.
Graphics Operator(s)	Creates announcements, operates lower third graphics, opening and closing credits.
Sound Operator(s)	Sets up mikes, checks and adjust the sound level as the show progresses. Responsible for opening and closing music
On-screen performer(s)	Read news and announcements from the teleprompter

Textbook required: None.

Textbook suggested: Digital Filmmaking for Beginners. Michael Hughes.

Mc Graw Hill, ISBN 978—0-07-179136

## **PROPOSED PROCESS FOR CHARTER CABLE CONTRACT RENEWAL**

1. Determine Town goals for next 10 years [HCTV, BOS and public input]
  - a. Infrastructure
    - i. Internet/Phone capabilities
    - ii. CableTV capabilities/quality
    - iii. HCTV broadcast capabilities
    - iv. HCTV filming and Editing capabilities
    - v. HCTV facility
  - b. Content creation
    - i. Public
    - ii. Educational
    - iii. Government
  - c. Public services
    - i. Videography training
    - ii. Facility/Equipment Access
  - d. Funding sources
    - i. Subscriber fees
    - ii. Corporate sponsorships
    - iii. Grants
    - iv. Fees for services
2. Determine Town investment requirements for each goal [HCTV]
  - a. Capital [HCTV sub-team]
  - b. Staffing [HCTV sub-team]
  - c. Non-labor operating expenses [HCTV sub-team]
3. Create 10-year funding model [HCTV]
  - a. Charter funding [Cable Contract Team]
  - b. Other funding
    - i. Corporate sponsorships [HCTV sub-team]
    - ii. Grants [HCTV sub-team]
4. Negotiate with Charter [Cable Contract Team]
  - a. Charter infrastructure improvements
  - b. Charter funding of HCTV capital investments
  - c. Charter funding of annual operational expenses