

## **Minutes of the November 17th, 2022 Online Harvard Cable Access Committee Meeting**

Approved 1/12/23

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

**Others Attending:** Brittany Blaney (Station Manager), Will Hopper (Station Operator)

**Called to order at 5:01 PM**

**Meeting Minutes:** Minutes of the October 12th meeting were reviewed and unanimously approved.

**Public Comment:** none

### **FY23 Budget Projections:**

- To date the station has had \$42,000 in actual expenses.
- Unique Scientific's fees were \$5,900 for installation of equipment at Upper Town Hall, and that completed the FY22 budget.
- The committee examined the Station Manager's Contract for January thru March of FY23. Robert made a motion to approve the contract, and the motion passed unanimously.

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

- See attached.

### **Possible Provision of Closed Captioning:**

- Brittany informed the committee that it is now possible to add closed captioning to all of HCTV's content, and a discussion ensued about whether this would be cost effective. Brittany didn't believe the labor involved in adding closed captioning to content would be altogether that extensive, and resulting delays in posting videos would not be problematic. She also thought that other local stations would start adding closed captioning because it has become affordable.
- Robert believes that offering closed captioning is a good idea and that the public would welcome it. It would be a good PR move. In addition, Robert predicts that the technology will improve quickly and just get faster within six months.
- In general, the committee felt that moving forward with closed captioning was a good idea and will leave it in Brittany and Will's capable hands. Nick asked if we should make an announcement about the new feature or just roll it out quietly. Brittany would like to

announce it but not until after the holidays. She felt that adding closed captioning to content was a pretty big deal.

#### **FY24 Budget:**

- Nick informed the committee that Linda Dwight is willing to allot \$26,000 of the school budget to HCTV, but she would like to see a similar contribution from the town.
- The 8.2% COLA for FY24 has adversely affected the money we have to spend on new hardware and software. Nick was concerned about the \$1,534 figure that we now have available. Robert was also concerned about that figure.
- Nick floated the idea of cutting recording staffer hours to recover some of the money lost, but the demands to record meetings/events are as high as ever, so this isn't a great option.
- In our narrative to the town, Nick will add that HCTV is operating on a “bare bones” budget and will probably have to pull from reserves to purchase a new computer.
- Robert made a motion to approve the proposed FY24 budget, and the motion passed unanimously.

#### **New Business:**

- Nick informed the committee that the two new, potential committee members have bowed out. Since Nick’s second term with HCTV is coming to a close soon, we need to find new members as Nick does not plan to sign on for a third term.

The meeting adjourned at 6:28 PM.

**The next meeting is scheduled for January 12th at 5:00 PM.**

## **HCTV Station Manager Report**

- **Programming (10.13-11.16) - Reel: <https://vimeo.com/771717587>**

- *Public*

- Spooky Stories
- Story Slam “Robin Right”
- notloB Parlour Concert “Geoff Bartley”
- Streaming Basics
- The Cultural Landscape of the Harvard Shakers
- SHINE Open Enrollment
- Senior Spotlight November 2022
- Gallery Tour: Open Studios
- notloB Parlour Concert “Rushad Eggleston”
- Harvard Flea Market, 2022
- notloB Parlour Concert “Owen Kennedy”
- NEW to Vimeo
  - Home Energy Forum, 2010
  - Fruitlands Car Show, 2010
  - Come Thou Fount - Thoughts on Shakers, 2010
  - Farmers Market Volunteer Info Session, 2010
  - Fourth of July Parade, 2010

- **Government, 53 Meetings**

- Water & Sewer Commission
- Zoning Board of Appeals
- Community Cable Access Committee
- Open Space Committee
- Energy Advisory Committee
- Climate Initiative Committee
- Harvard Devens Jurisdiction Committee
- Parks & Recreation Committee
- Transportation Advisory Committee
- School Committee
- Planning Board
- Council on Aging
- Commission on Disabilities
- Personnel Board
- Board of Health
- Finance Committee
- Capital Planning & Investment Committee
- Conservation Commission
- Permanent Building Committee
- Community Preservation Committee
- Agricultural Advisory Committee
- Select Board
- Warner Free Lecture
- Cultural Council
- Historical Commission
- HPL Space Subcommittee
- Bare Hill Pond Watershed Management
- Library Trustees
- Revenue Ideation Committee
- School Committee Budget Subcommittee

- **Analytics**

- **YouTube**, 41 *Subscribers*

- 10.13-11.16, 19 *views*

- Bromfield Graduation 2022, 16
- Bromfield Graduation 2021, 1
- HES Ribbon Cutting, 1
- Lions Club Youth Speech Contest 2020, 1

- **Instagram** (<https://www.instagram.com/harvardcabletv/>), 158 *Followers*

- **Twitter** (<https://twitter.com/harvardcabletv>), 33 *Followers*

- **Facebook:**

- 10.13-11.16, *Most popular posts by “reach”*

- Newsletter 10/21, 26
- Newsletter 10/31, 25
- Newsletter 11/4, 22
- Newsletter 10/14, 22
- Newsletter 11/11, 20

- **Vimeo**

- 10.13-11.16: 1,100 *views* (872 in October)

- Top Videos

- Spooky Stories, 79
- Gallery Tour: Open Studios, 58
- The Cultural Landscape of the Harvard Shakers, 29
- School Committee Budget Subcommittee 11.10.22, 28

- Source URLs

- harvardcabletv.com
- Vimeo.com
- Harvardhistory.org
- E-clubhouse.org (Lions)
- cmpastels.org

- Twitter.com
- bing.com

- bloomnart.online

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

- 1,173 Page views (1,046 in October)
- Top Referrals: Wikipedia, harvard-ma.gov, bing, havardhistory.org, Facebook, Instagram

- **Pending Projects**

- |                            |                                |
|----------------------------|--------------------------------|
| • COA Wreath Making        | • 6th Grade Winter Concert     |
| • COA Medical Presentation | • Middle School Winter Concert |
| • Fivesparks Gallery Tour  | • High School Winter Concert   |
| • COA Cooking Program      | • notloB Concert               |
| • COA Holiday Centerpieces | • Harvard Christmas Pageant    |
| • COA MOLST Presentation   | • COA Threshold Singers        |

- **Other**

- Upper Town Hall Upgrade
- Assabet Co-op Student
- Recording Staffer Position
- Closed Captioning