



**Harvard Community Cable Access Committee (Harvard Cable TV)  
14 Massachusetts Avenue  
Harvard, MA 01451  
Station Manager: Brittany Blaney-Anderson  
Station Operations: Will Hopper  
Agenda for Thursday, January 4, 2024 5:00pm-7:00pm,  
Online Meeting**

**Committee:**

Robert Curran, Chair  
Chris Jones, Recording Secretary  
David Henderson  
Patrick Vallaeys

THVolGovt Pro is inviting you to a scheduled Zoom meeting.

Topic: Harvard Community Cable Access Committee  
Time: Jan 4, 2024 05:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/88457507934?pwd=cUdiUytkOC9NeUd5NjB6WlR5Y0tldz09>

Meeting ID: 884 5750 7934

Passcode: 521033

One tap mobile

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**Agenda for Thursday, January 4, 2024 5:00pm-7:00pm,  
Online Meeting**

**5:00** – Roll Call & Review and approve November meeting minutes (no meeting in Dec.)

**5:05** – Vote on Station Mgr. Contract

**5:30** – Discussion of new HCTV Branding: The Harvard Media Cooperative – Robert

- Vote on Vision Statement (see below)
- Creative update – Will
- Next steps

**6:00** – Station Manager’s report – Brittany

- Video Recap – November-December
- Staffing Additions
- Schools
  - TV Production Class Update
  - Media Club Update
- Equipment
- Other

**6:25** – Old business

- Update on Outreach to Harvard Press – Brittany

**6:35** – New business

**6:50** – Confirm/set next meeting

**6:55** – Adjourn

RMM

## **DRAFT OF 2024 HCTV/HARVARD MEDIA COOPERATIVE VISION STATEMENT**

**For review by the HCTV/HMC Committee for approval at the next meeting on January 4, 2024**

In the coming years, the role of HCTV will continually and dramatically evolve, while remaining true to its primary mission of serving the Harvard community by providing media education and audiovisual services. While technology may shape much of our evolution, the needs and objectives of our local audience will play a vital role in defining our mission. For example, the COVID-19 pandemic created a surge in the demand for recording and remote viewing of community events, town government meetings, and committee meetings. Even as the pandemic subsided, the demand and appeal of expanded video coverage, more video recording and archiving, and interactive video conferencing versus in-person meetings has remained high. HCTV gladly met this increased demand, nearly overnight, and continues to serve a growing list of community clients seeking video coverage.

HCTV also continues to grow and expand its educational outreach to the schools and has successfully taught dozens of high school students video production and editing. The communication services we provide helps encourage the free flow of ideas,

knowledge and interaction, while nurturing community involvement in local government, arts and information vital to a thriving democracy. We will continue to find more ways to teach and collaborate with students and our community, while expanding our partnerships with the COA, the Harvard Press, FiveSparks, and other organizations and individuals in Harvard.

As new technologies emerge to engage and involve more members of the community in town matters, events and other happenings, HCTV enthusiastically looks forward to meeting — and exceeding — the needs and aspirations of our community. Looking back 10 years, it would've been difficult to predict the rapid rise of 4K video, podcasts, or the power of social media influencers. These are just a few examples of current media technologies and trends HCTV aspires to embrace, and provide education and access to students and members of the community interested in these types of media enterprises. In the coming years, Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) will likely reshape the entire media landscape. HCTV seeks to be at the forefront of these changes, and any other transformational communication technology or idea that can improve our quality of life, help us to better communicate with each other, and encourage creativity and collaboration in Harvard. To this end, HCTV intends to rebrand, and has proposed calling our new mission, The Harvard Media Cooperative. We believe this new title expresses our expanding mission to “cooperatively” collaborate with our community in the ever-changing world of media and communication. The Harvard Media Cooperative’s main objective over the next 10 years is to provide our community with an information destination, media and communications education, and community access to the latest communication technologies and resources.