

Minutes of the April 16th, 2020 On-line Harvard Cable Access Committee Meeting

Approved May 14th, 2020

Committee Members Attending: Nick Browse (chair), Bill Johnson, Robert Curran, Amy Bassage, Chris Jones

Others Attending: Brittany Blaney (Station Manager), Hristina Tasheva, Dave Henderson

Called to order at 7:05 PM

Meeting Minutes:

- Minutes of the March 5th meeting were reviewed and unanimously approved.

Public Comments: none

Introduction to Dave Henderson:

- Nick introduced Dave, an audio-visual representative/expert who has worked in the field all his life and has a wealth of technical background experience.
- Nick proposed Dave become an Associate Member of the board and perhaps a full-time member when Bill steps away on June 30th.

FY20 YTD and Projected Spending:

- Bill reiterated, as he has in the past, that the station remains in very good financial shape, and some of the more notable savings are linked to the internal creation of the website.
- Bill brought up the purchase of a portable switcher to replace “The Roadie,” and Brittany confirmed that she was looking to move forward with this purchase before the end of FY20. Nick suggested that the town might not allow this acquisition because it could be viewed as a non-essential purchase, and there has been a freeze on those transactions. Both Nick and Bill felt it was important to move forward with it, and Nick will submit a request for purchase authorization to the town after Brittany has made her final recommendation. If the town approves it, the committee will vote on the acquisition of a new portable switcher next meeting.
- There have been no new Charter license payments.

Station Manager’s Report:

- Brittany shared the attached report. Additionally...
- Interviews for camera operators are on hold due to the pandemic.
- Nick asked about how HCTV would maintain its connection with the schools now that the schools are closed. He also asked about graduation and if a decision had been made

on how it would look this year. If it's a virtual graduation, HCTV could be instrumental in helping with that.

- Amy and Chris suggested that the schools; administrators, teachers, and students; are doing their best adjusting to remote learning. It has been challenging. Regardless, Amy believed there could be opportunities for HCTV to help with certain curricular projects at Hildreth.
- Brittany believes that virtual town meetings are here to stay in some capacity or another even after the pandemic is over.
- Robert believes that this is a superb time for HCTV to promote itself because the station has proven its value to town business getting done, even in the worst of situations like a pandemic. Residents need to know that HCTV can get people's messages out, and when it comes to communication, HCTV is instrumental to local government functioning successfully.

Website Update:

- The committee is thrilled with the new website and thanked Hristina for all her hard work. It looks amazing.
- Hristina said all the links are working correctly, and right now new users are directed to the virtual tour so that they can learn to navigate the site.
- Robert thought that we should talk to The Press, particularly John Osborne, about writing an article on the new website and how HCTV has been functioning during the pandemic. Communication, in general, continues to evolve, and HCTV has been evolving with it. He could interview both Brittany and Hristina.
- Bill suggested we post, from time to time, on Nextdoor Harvard about interesting website segments. Robert thought this had potential.

New Business:

- Robert started with a question for Bill about the station underspending and how the town might interpret this unfavorably moving forward.
- Bill thought this was a good question and that we would need to emphasize, to the town, that Hristina had saved us \$16,000 with the website creation and that when business returns to normal, we won't see such a robust surplus. In addition, with the schools closing, a number of goals and initiatives have been pushed out.
- Both Bill and Robert believe this is an excellent time to reach out to Linda Dwight and the schools to offer support. Robert emphasized that this must be a difficult time for Bromfield seniors who should be enjoying the final months of their school careers but obviously can't. He suggested that HCTV could help put together a "best memories" video or something of that nature to try and make their final moments special.

- Chris will talk to Scott Hoffman about HCTV's willingness to help with a virtual graduation and with some sort of celebratory video for seniors.
- Nick is going to check in on the studio and call plumber, Rick West, to assess the leaking pipe. This would be an excellent time to get that long standing item fixed.

Meeting adjourned at 8:33 PM.

The next meeting is scheduled for Thursday, May 14th at 4:00 PM.

HCTV Station Manager Report

- **Programming/Event Coverage (03.05-04.15) - Reel:**

<https://vimeo.com/408570266/041d017558>

- *Public*

- | | |
|--|--------------------------------------|
| • Chef Paul Award Ceremony | • Winterfest 2020 |
| • Flower Arrangement at Hildreth House | • Dark Tide Presentation |
| • Story Slam: Joe Errio | • Fivesparks: John Daly Interview |
| • Story Slam: Gaye Johnson | • Senior Spotlight April 2020 |
| • Bloom N Art 2020 | • Fivesparks: Emily Harris Interview |

- *Government*

- | | |
|--|-----------------------------------|
| • Harvard Community Conference: Bob Eiland 03.17.20 | |
| • Gov. Baker COVID-19 Daily Updates | |
| • Chief's Message 04.03.20 | |
| • 19 Meetings - All Virtual Meetings being recorded & posted | |
| • Community Resilience Working Group | • Parks & Recreation |
| • Board of Health | • Warner Free Lecture Trustees |
| • 4th of July Committee | • School Committee Sub Committees |
| • Library Trustees | |

- *Education*

- Bromfield Boys Soccer v. Quabbin

- **Analytics**

- *Website* (03.05.20-04.15.20) 705 Unique Events, 668 (01.31.20-03.04.20)
 - Coronavirus Public Forum, 104
 - Winterfest 2020, 55
 - Story Slam: Gaye Johnson, 37
 - Chef Paul Award Ceremony, 34
 - Civics Cup 2020, 29
- *Facebook*: Last 28 days, Page Views 64 (▲ 14%), Post reach 837 (▲ 23%)
 - Most popular: Winterfest 2020, HCC Ron Ostberg, John Daly Interview, Gov. Baker COVID-19 Update 04.06.20, Select Board 03.26.20, Gov. Baker COVID-19 04.02.20
- *Vimeo*: 4/13-16
 - HCTV Website Tour, 17
 - John Daly Interview, 7
 - School Committee 04.13.20, 4
 - Senior Spotlight April, 4
 - Emily Harris Interview, 4

- **Website**

- Live Monday 4/13

- **COVID-19 Adjustments**

- All staff working from home
- Telvue web based
- Teamviewer - remote access
- Virtual Recordings - 3 programs to date
- Heavy Meeting Coverage

- **Staffing**

- Station Operations & Station Manager positions maintaining normal hours/workload
- Kaia & Will occasional hours (less than 4 per week)
- Interviews on hold

- **Equipment & Systems**

- Telvue VOD will be canceled
- Comparing options for Roadie Replacement with streaming capability

- **Projection on Future Demands**

- Streaming
- Increased Meeting Coverage
- Virtual Meetings in some form may remain