

Minutes of the August 13th, 2020 On-line Harvard Cable Access Committee Meeting

Approved September 10th, 2020

Committee Members Attending: Nick Browse (chair), Robert Curran (vice chair), Amy Bassage, Chris Jones (recording secretary)

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

Called to order at 5:01 PM

Meeting Minutes: Minutes of the July 23rd meeting were reviewed and unanimously approved.

Public Comments: none

Treasurer's Report:

- Nick shared the attached report. Additionally...
- For FY21 the only expenses thus far have been connected to payroll.
- The budgeted money from the town has arrived (\$91,941.00).
- Nick spoke with Linda Dwight, and as of right now, the \$20,000 designated to support the video production course will be delivered shortly. Additional money for the purchase of equipment connected to the course might also be available.

Station Manager's Report:

- Brittany shared the attached report. Additionally...
- The livestream filming of graduation went smoothly and even involved a drone. To date, the event has 927 views, and during the broadcast 130 different parties watched.
- The station has started an Instagram account and reactivated a dormant Twitter account. At this point, both accounts have very small followings. Nick asked if the station needed so much social media presence. Brittany suggested that different social media platforms reach different demographics, and Hristina added that there is no harm or risk in having multiple platforms.
- After Brittany presented some data on viewership, Nick asked why the data is useful and how it might be implemented. Brittany suggested that the figures help track interest level, and Robert added that the data would be very valuable for future decisions the station might make.
- It appears the video production course will only be one semester long (half year), and it might not be offered to middle school students. Brittany and Hristina are currently developing a curriculum with Cindy Fontaine, and Robert would like to get involved with the course to talk about production techniques and strategies. Nick asked if it would be

possible to offer some kind of video production enrichment course during the other semester Perhaps it would be a good time to roll out the MS/HS Video Production Club which got delayed because of COVID-19.

- At present, the teachers have to fill a number of PD hours because of the delayed opening to school, and Amy wondered if Brittany and Hristina could pull together an hour long workshop on producing videos. Brittany will contact the district's educational technology coordinator, Margaret (Beth) Graham.
- The front of the station has been landscaped and mulched. Chris spoke with Patrick Harrigan, the new maintenance supervisor, and hopefully the care/upkeep both outside and inside the studio will continue.

Goals/Long Range Planning:

- Brittany presented the attached document. In addition...
- The goal of creating a new website is complete.
- Creating a full HCTV catalog on Vimeo is in progress.
- Creating a vocational school co-op relationship is in progress.
- Creating two more series/shows for FY20 is complete.
- Creating a MS/HS video production club got delayed because of COVID-19, and this goal will be pushed out to spring of FY21.
- Nick asked the committee about upcoming goals and mentioned the idea of constructing a soundproof recording booth. The station has already earmarked \$9,000 for the creation of the booth, and Robert thought that it was a great time to construct one. Brittany suggested that there is room for the booth in the studio which would require building materials, a soundproofing liner, and a quality microphone. Robert, Brittany, and Hristina will meet at the station to discuss.
- Brittany suggested that the goal of rejuvenating *The Bromfield Now* news show will have to be pushed out due to the pandemic.
- Nick suggested that simultaneous dual recording capability for meetings will have to be pushed out to FY22.
- Nick asked if there were other big items we wanted to consider such as spending money on livestreaming to support field work. Robert felt that making big purchases prior to 5G technology would be imprudent because 5G will make on location shoots much easier; we'd be smart to wait two or three years.
- Brittany thinks we will need to replace some field cameras in the next year or so. Robert asked if we might want to invest in some nice equipment to film special, polished projects. The idea of setting aside \$10,000 for such a purchase is being considered.
- Although the solicitation of grants did not happen in FY20, Nick believes we should keep it as a goal.

- Nick was inclined to discard the goal involving local businesses, such as Fivesparks or The General Store, underwriting content creation. He will talk to Bill Johnson about it.
- Chris wondered if we should create a goal towards establishing a designated space/recording facility for filming at the new elementary school. Nick added it to FY 22-25.
- Nick added a goal to raise the employee grade of the CATV Operator position for FY21.
- Brittany hopes to transfer all livestreaming content to Vimeo, so everything is on one platform. Robert thought this was a good idea and that Vimeo is indeed a better streaming platform.
- Hristina proposed the idea of an HCTV scholarship award for a graduating senior, and Robert floated the idea of a student film festival involving awards.
- After the schedule is revised, the committee will review it and vote on it.

New Business:

- There will be no face-to-face turkey raffle this year, but Robert asked if we could livestream the picks. The answer is yes.

Meeting adjourned at 7:09 PM

The next meeting is scheduled for September 10th at 5:00 PM.

HCTV Station Manager Report

- **Programming/Event Coverage (07.23-08.12) - Reel:**

<https://vimeo.com/446862167/4636f7612f>

- *Public*

- Senior Spotlight August 2020
- COA Home Improvement Contracting Presentation

- *Government*

- 29 Meetings (61 Last Month)

- Community Preservation Committee
- Deer Management Subcommittee
- Community Resilience Working Group
- HES School Council
- Community Cable Access Committee
- Board of Health
- COA Board of Directors
- Land Stewardship Subcommittee
- Personnel Board
- Energy Advisory Committee
- Commission on Disabilities
- Planning Board

- Select Board
- Municipal Affordable Housing Trust
- Historical Commission
- Agricultural Advisory Committee
- Budget Working Group Subcommittee
- Conservation Commission
- School Committee
- School Committee Policy Subcommittee
- Cultural Council
- Library Trustees

- *Education*

- Bromfield Graduation, 2020
- HES Tour

- **Analytics**

- ***YouTube***

- 2020 Bromfield Graduation, 628 (130 livestream viewers on 7.31, total views on 7.31)

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

- Created 7.20
- 40 followers

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

- Originally created January 2013, active until December 2013
- Reactivated 07.21.20
- Auto posting Vimeo uploads
- 8 Followers

- ***Facebook:*** (07.16-08.12) Page Views 96 (▼27%), Post Reach 2,264 (▲1232%), Post Engagement 875 (▲434%)

- Most popular: Bromfield Graduation Live in 1 hr (268), Instagram Announcement (188), Frontline Project “Joyce Maiore” (62), HES Tour (53)

- ***Vimeo:*** (07.23-08.12), 429 views (771 last month)

- HES Tour, 100

- Mac Henry Interview, 69 (289 all time)
- 2020 Bromfield Graduation, 26
- School Committee Policy Subcommittee 08.04.20, 15
- School Committee 08.03.20, 13
- Story Slam “Pat Jennings,” 9
- **Wordpress** (<https://harvardcabletv.com/>)
 - July 2020
 - 903 views
 - 265 visitors (3.41 views per visitor)
 - August 2020
 - 419 views
 - 141 visitors (2.97 views per visitor)

- **Pending Projects**

- COA “Nutrition” Presentation
- HES Procedure Videos
- Bromfield Procedure Videos
- Senior Spotlight September 2020
- Art & Soup - Paul & Sharon Correnty

- **COVID-19 Adjustments**

- Alternating staff being in studio
- Masks on when 6 ft. distance isn’t possible
- Masks & Hand Sanitizer Provided

- **Staffing**

- Assabet Regional open to virtual co-op, Will be speaking to class in person in September

- **Bromfield Video Production Course**

- Course is still happening, as of today
- 1 semester course (Sept-Jan OR Jan-Jun)
- Hybrid Model - No class on Wednesday
 - Must also plan for full virtual
- Numbers for the course remain unconfirmed:
 - High School - 3 requests/11 alternates
 - (uncertain) Middle School - 19 requests/25 alternates
- Creating Syllabus and Lesson Plans with Cynthia Fontaine (Meetings 8/12 & 8/19)
- @psharvard.org email address & access to Google Classroom
- Reconfiguration of workspaces: 3ft distance between each student (facing same direction), 6ft from instructor (facing opposite direction)
- **Equipment & Systems**
 - 194 (Bulletin Board) Resolved - Charter Head End Issue
 - Town inquiring on hybrid meeting model - virtual audience attendance
- **Facilities**
 - Floor Cleaning & Polishing Complete
 - Garden - Weeded & Mulched
 - Cleaning Supplies & Sanitization - School provided?

HCTV Ten-year Goals:

FY21 HCTV Expense Report August 13 2020

01620 51100

01620 54200

01620 60000

Appropriation Account

	Total	Total	Total
<u>Notes</u>	Budget	YTD	Forecast

<u>FY21 Budget</u>	<u>YTD Actual</u>	<u>FY21 Forecast</u>
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YTD Actual

Forecast

Personnel (Town Employees)

Video Production/Station Operations	1	\$49,611.00	\$49,611.00	\$49,611.00	\$49,611.00
Recording Staffers (VoTech Students)	2	\$1,974.00	\$7,020.00	\$1,974.00	\$7,020.00
Camera operator	3	\$2,182.00	\$0.00	\$2,182.00	\$0.00
Student intern (Bromfield)	4	\$6,284.00	\$1,776.00	\$6,284.00	\$1,776.00
Total Payroll	5	\$5,613.14		\$5,613.14	

Personnel (Non-Employee)	
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Station Manager	6	\$31,200.00	\$0.00	\$31,200.00	\$31,200.00	\$0.00	\$31,200.00
Camera Operator Contract Labor	7	\$1,169.00	\$0.00	\$0.00	\$1,169.00	\$0.00	\$0.00

Total Personnel		\$92,420.00	\$5,613.14	\$89,607.00	\$92,420.00	\$5,613.14	\$89,607.00
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Expenses

Benefits	8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vimeo Business Video Hosting	9	\$600.00	\$0.00	\$600.00	\$600.00	\$600.00
Wordpress Website Hosting	10	\$420.00	\$0.00	\$420.00	\$420.00	\$420.00
TelVue Care (maintenance contract)	11	\$2,000.00	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00
Broadcast Pix maintenance contract	12	\$2,500.00	\$0.00	\$1,250.00	\$2,500.00	\$1,250.00
Field Production Switcher	13	\$2,000.00	\$0.00	\$0.00	\$2,000.00	\$0.00
Town Hall Production Switcher	14	\$4,000.00	\$0.00	\$0.00	\$4,000.00	\$0.00
Wireless Microphone	15	\$1,000.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00
Recording Studio/Soundproofing	16	\$9,000.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
Other equipment purchase/maintenance	17	\$1,500.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00
TV Production Class costs	18	\$0.00	\$0.00	\$7,500.00		\$7,500.00
Supplies	19	\$1,000.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00
Station Manager Reimb. Expenses	20	\$0.00	\$0.00	\$500.00		\$500.00

Total Non-Personnel		\$24,020.00	\$0.00	\$24,770.00	\$24,020.00	\$0.00	\$24,770.00
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Total Spending		\$116,440.00	\$5,613.14	\$114,377.00	\$116,440.00	\$5,613.14	\$114,377.00
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FY21 HCTV Balance Sheet August 13, 2020										
	26012 43201		01620 51100							
	26012 50000		01620 54200							
	26012 59204		01620 60000		26225		26531 55000		26625 50000	
	<u>Receipts Restricted Account</u>		<u>Appropriation Account</u>		<u>School Account</u>		<u>Revolving Account</u>		<u>Gift Account</u>	
FY21 Starting Balance	\$174,180.11	√					\$683.50	√	\$10,855.99	√
Town Meeting Appropriation										
From Receipts Reserved	-\$91,941.00	√	\$91,941.00	√						
From Schools			\$20,000.00		-\$20,000.00					
From General Fund			\$2,000.00	√						
FY21 Receipts Q1										
FY21 Receipts Q2										
FY21 Receipts Q3										
FY21 Receipts Q4										
Transfer for Salary Increases										
FY21 Expenses To Date			-\$5,613.14		\$0.00		\$0.00		\$0.00	
Balance	\$82,239.11	√	\$108,327.86		-\$20,000.00		\$683.50	√	\$10,855.99	√
√ - Reconciled with Treasurer's Statement										