

## **Minutes of the December 10th, 2020 Online Harvard Cable Access Committee Meeting**

Approved January 14th, 2021

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

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

**Called to order at 6:03 PM**

**Meeting Minutes:** Minutes of the November 24th meeting were reviewed and approved with one abstention.

**Public Comments:** none

**Treasurer's Report:** Nick Browse

- Nick reported that there have been no significant changes to the budget in the last month. The projected FY21 budget and narrative have been submitted to the Select Board, and we should anticipate some questions from the town within the next couple of months.
- The committee made a motion to approve the Station Manager's contract for another three months. The motion was approved unanimously.

**Station Manager's Report:**

- Brittany shared the attached report. Additionally...
- The old Christmas pageants have gotten a lot of attention, roughly 400 views. Brittany attributes this to nostalgia and promotion from the Historical Society. Older town programs/events do get a lot of views, and the station plans to push these out slowly to sustain viewership.
- Page views are up 8% for the new website.
- Robert is whittling down prospective contractors for the construction of the sound booth. He will hopefully have a name or two and some competitive bids for the committee to review soon. The plan will be to install a moderate level of sound proofing in the booth.
- Brittany put together some prospective "equipment kits" for students taking the TV production class. Each kit would cost \$1,400, and she was hoping to purchase 9 kits for \$12,600 overall. Each kit would contain a camera with manual operating capability. COVID-19 was a driving force behind the thinking on the kits.
- Nick reminded the committee that we budgeted \$9,000 for the sound booth and \$7,500 for equipment purchases which made \$12,600 a problematic number. Robert suggested

that a camera per student might not be necessary if the course was focused on TV production rather than just filming. He advocated for fewer but better cameras.

- With Bromfield operating in the hybrid schedule, Brittany felt it was important that students have more access to cameras rather than less. When asked about how we might find the money for the camera purchases, Brittany thought we could push the sound booth work out to FY22 because the pandemic will limit the use of the studio in 2021.
- Nick asked that Brittany, Hristina, Cindy Fontaine, and perhaps Robert sit down and talk about the curriculum of the TV production course and what it means for equipment purchases. He then requested that, by January 1st, Brittany and Hristina return to the committee with an equipment request that they are ready “to defend.”

**New Business:** none

**Meeting adjourned at 7:06 PM**

The next meeting is scheduled for Thursday, January 14th at 5:00 PM.

## HCTV Station Manager Report

- **Programming/Event Coverage (11.12-12.09) - Reel:**  
<https://vimeo.com/489053660>

- *Public*

- |   |                                      |
|---|--------------------------------------|
| • How to Use Your EMS Service (COA)         | • Harvard Lions Youth Speech Contest |
| • COA November Story Slam                   | • <i>NEW to Vimeo</i>                |
| • Senior Spotlight December 2020            | • Pulling For the Future 2010        |
| • Keeping the Holidays in Perspective (COA) | • Christmas Pageant 2007             |
| • The Grey Divorce (COA)                    | • Christmas Pageant 2006             |
| • Author Interview: Barry Van Dusen         | • Christmas Pageant 1981             |
| • Maple Youth Drama Thanksgiving 2020       |                                      |

- *Government*

- |                                      |   |
|--------------------------------------|---|
| • 59 Meetings (44 Last Month)        |   |
| • Zoning Board of Appeals            | • Conservation Commission               |
| • Board of Health                    | • Harvard-Devens Jurisdiction Committee |
| • Community Resilience Working Group | • Library Trustees                      |

- Historical Commission
- Finance Committee
- Warner Free Lecture Trustees
- Deer Management Subcommittee
- Capital Planning & Investment Committee
- Select Board
- Parks and Recreation Committee
- Planning Board
- School Committee Policy Subcommittee
- Community Preservation Committee
- Land Stewardship Subcommittee
- SEPAC
- War Monument Restoration Committee
- HES School Council
- HES School Building Committee
- Community Cable Access Committee
- School Committee
- School Committee Budget Subcommittee
- School C. Contract Negotiation SubCom
- Cultural Council
- School C. Student Advisory Committee
- Bromfield School Council
- Devens Enterprise Commission
- Energy Advisory Committee
- Nashoba Valley Regional Dispatch District

- *Education*

- HES Tour: November Update

- **Analytics**

- **YouTube** (Last 28 Days)
  - Bromfield Graduation 2020, 9
  - Harvard Lions Club Youth Speech Contest, 7
- **Instagram** (<https://www.instagram.com/harvardcabletv/>)
  - 77 followers ( + 14)
- **Twitter** (<https://twitter.com/harvardcabletv>)
  - 11 Followers (+ 1)
- **Facebook:** (Last 28 Days) Page Views 47 (▲62%), Post Engagement 253 (▲95%), Post Reach 601 (▲2%), Page Likes 7 (▲75%)
  - Most popular: Christmas Pageant 1981 (443), Author Interview: Barry Van Dusen (58), HES Tour: Nov. Update (54), Finance Committee 12.02.20 (42), School Committee Student Advisory Committee 12.02.20 & School Committee 11.30.20 (21)
- **Vimeo:** (11.12-12.09), 610 views (468 last month)
  - Top Videos
    - HES Tour: Nov. Update, 151
    - Christmas Pageant 1981, 42
    - HES Virtual Veterans Day Assembly 2020, 26
    - Select Board 12.01.20, 25
    - Author Interview: Barry Van Dusen, 22
  - Source URLs

- harvardcabletv.com, 282
- vimeo.com, 254
- unknown, 55
- twitter, 9
- **Wordpress** (<https://harvardcabletv.com/>)
  - 2,335 Pageviews (▲8%)
  - 1,846 Sessions (▲2%)
  - Top Referrals: harvard.ma.us, harvardpress.com, Gmail
- **Pending Projects**
  - Senior Spotlight January 2020
  - Harvard Family Association Holiday Decor Contest
  - Clear Path For Veterans Service Dog Graduation, 12/12
  - Clear Path For Veterans Introduction/Overview Program
- **COVID-19 Adjustments**
  - Staff in studio when necessary
  - Masks on
  - Masks & Hand Sanitizer Provided
- **HPS**
  - **Bromfield Video Production Course**
    - 1 semester, January-June
    - Hybrid Model - No class on Wednesday
    - Must also plan for full virtual
    - Student Numbers:
      - High School - 9
      - Middle School - 9
    - Creating Syllabus and Lesson Plans with Cynthia Fontaine
  - **Bromfield Video Production Course Independent Study**
    - Tyler Hill - Pass/Fail (3+ hrs week)
  - **HPS Professional Development Workshop**
    - 2 sessions completed, more to be scheduled

- **Facilities**

- Recording Booth
  - Robert working on referrals