

## **Minutes of the September 27, 1027 Harvard Community Cable Access Committee Meeting**

**Approved at the October 18, 2017 HCCAC meeting**

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### **Committee Members Attending**

Bill Johnson (Chair)  
Hakan Sahin  
Nick Browse  
Richard Steele (by telephone)

### **Others Attending**

Anya Zulawnik (Station Manager)  
Amy Bassage (Hildreth Elementary school)

**Called to order at 7:00pm**

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### **Meeting Minutes**

- No action

### **Public Comments**

- None

### **Discussion of Outreach Efforts to Hildreth Elementary School**

- Amy Bassage has undertaken to spread the word within HES on the resources available at the station.
- HES Principal Josh Myler has expressed interest in an information video about the upcoming school construction project
- The Principal, Assistant Principal, four 4<sup>th</sup> grade and one 3<sup>rd</sup> grade classes have visited the studio.
- Amy's 3<sup>rd</sup> grade class on storytelling is interested in doing recording of scary stories. It was noted that potential users need to be aware of constraints on Anya's time and on use of the studio by scheduled Bromfield classes.
- Is there any interest in establishing a media room as part of the HES construction project?
- Areas of additional interest include a video of the HES nature trail, weather forecasts, and a media club.
- Most technology advancement within HES seems to be driven by the administration (as opposed to faculty or staff.) No clear technology champion has come forward from within the faculty.
- Wyatt Holt & Chris Jones were noted as possible technology champions at Bromfield. Amy agreed to contact Wyatt.
- Bill Johnson agreed to contact Linda Dwight about possible additional funding. The Harvard Schools Trust was also mentioned as a possible source.

### **Committee Membership**

- The committee is still in need of new members. Adding two persons both teachers would weight the committee heavily toward the schools. A single teacher, and another person more generally representative of the community, might be a better balance.

### **Station Report – Anya**

- Anya provided an update on recent work by students, including brief segments to air as transitions between programs, introductions to provide a consistent look to regular programming (eg. Council on Aging series), and editing of sports productions.
- We have added a Synology mass storage drive of 9TB, and have brought all program storage onto this as a central repository. We do not however have any form of backup.
- 26 students are signed up for the Bromfield TV production class.
- A recent edition of Bromfield Now was shown and discussed. This is produced by students several times each week and is broadcast by Youtube through the school's website.

### **Budget Report – Bill**

- Bill described the various accounts as follows:
  - #01620 – Annual appropriation account
  - #26225 – Funding from the schools
  - #26625 – Revolving fund
  - #26012 – Receipts from Charter
- We expect to come out slightly ahead of budget. Personnel expenditures are lower than anticipated due to not having hired a production assistant. Expenses are higher than anticipated due to spending on disc storage and on studio construction. We appreciate the support of the Lions Club.
- At our last meeting we discussed the possibility of advertising revenue. To this goal, tonight Bill proposed the following:
  - The committee identify the various types of media (banner ad, bug, short video, etc.) that we might offer.
  - We ask Jeff Schwarz, owner of ISS Inc. in Ayer, to produce a sample of each. We would run these free of charge to promote ISS, and we would also have them available as examples that other sponsors might purchase.
  - We run media of various types for sponsors at agreed prices. Where a sponsor requires assistance with developing or formatting media, we refer them to ISS.
- Nick and Hakan agreed to look into Google analytics to identify viewership of various programs. It was noted that this is an involved process and the data may be difficult to interpret.

### **Other Business**

- It was noted that the town website does not accurately reflect current committee membership.
- Nick noted an inability to reach Scott Hoffman (Bromfield Principal) to follow up on the child safety concerns as discussed at the June meeting. He will try again.
- The group agreed that teleconferencing is an effective means of remote participation in committee meetings. We will attempt to setup video conferencing (Skype) for the next meeting.

**Meeting adjourned 10:10pm**