

**Minutes of the November 15, 2017 Harvard Community Cable Access Committee Meeting  
Approved at the February 13, 2018 HCCAC meeting**

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**Committee Members Attending**

Bill Johnson (Chair)  
Hakan Sahin  
Nick Browse

**Others Attending**

Anya Zulawnik (Station Manager)

**Called to order at 7:10pm**

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**Meeting Minutes**

- Minutes of the meeting of October 18, 2017 were reviewed. With the following corrections, unanimously approved.
  - Treasurer's Report, 1<sup>st</sup> paragraph, 1<sup>st</sup> item, revised to clarify that station manager payroll costs are on budget although the portion attributable to the schools is up.
  - Station Report, 4<sup>th</sup> paragraph, revised to include definition of the term "bug."

**Public Comments**

- None

**Treasurer's Report – Bill**

- No formal report was presented; figures have not been available from town hall. Bill stated that there have been no extraordinary items during the past month.

**Board of Selectman's Meeting – Anya & Nick**

- Anya described her portion of the presentation to the Board of Selectmen last night, in advance of budget review. She presented a series of clips from a variety of HCTV productions, covering (among others) the schools (Bromfield & HES), public events, town committee meetings, and the League of Women Voters. Selectment appeared pleased with the diversity and caliber of the work. Anya was accompanied by two students from the Bromfield video production class and a teacher from the elementary school.
- Nick reported on his portion of the presentation to last night's meeting, fielding questions in response to the budget and follow-up materials submitted beforehand. The following were noted:
  - Ken Swanton asked why, with increased funding in recent years, the committee is providing less support for the broadcasting of meetings of town government. The committee does not believe that such support has deteriorated, pointing out the numerous programs recorded recently, and noting that automated systems permit users to conduct recordings in the absence of HCTV staff. Nick agreed that the committee would look at the feasibility of providing increased support for such meetings; some idea of priorities would be helpful. It was suggested that additional

staffing (beyond the one current person) might be available through the senior tax writeoff program.

- In response to a question about outside funding, Nick noted that the committee is investigating the possibility of commercial advertisements. Numbers of viewers for our video-on-demand streaming programs are low (generally under two dozen views for a given program), and are not known for our broadcast programs, so the potential revenue is likely not great.
- In response to a question about funding for equipment, Nick stated that the committee is expecting to receive a grant from Charter in about 18 months that will be used for equipment and other capital expenses.

#### **Balance of Public, Educational, and Governmental Programming**

- Bill has drafted a memo to the heads of Town committees, asking their interest in having their meetings recorded, so that we might gauge further interest. He will review this with Ken Swanton and then circulate it.
- Hakan asked if we have enough content to fill our separate Public and Governmental channels, and whether it might be beneficial to collapse the two into a single channel. This would simplify the scheduling work (currently taking Steve 7-8 hours a week), and make it less likely that locally produced content gets overlooked. Such a move might bring conflicts between Public and Governmental programming, and would require that priorities be established.
- Action on the above is deferred until a future meeting.

#### **Viewer Metrics from Video-on-Demand**

- Hakan reported on data from Google Analytics on numbers of viewers of individual video-on-demand programs. Of 130 programs tracked, one has been viewed 686 times, ten have been viewed between 20-102 times, 28 have been viewed between 10-19 times, and 91 have been viewed fewer than 10 times.
- 74% of viewing is done on a desktop computer, and only 21% on a smartphone. There is general agreement that the VoD website is not well suited for mobile viewing.

#### **Station Report – Anya**

- Anya provided an update on recent work by students. The Bromfield video production class has finished its travelogue production and is beginning work on music videos.
- Joe Hutchinson (LWV) is being trained to do editing.
- In reviewing recent school clips it was noted that not all carry the HCTV logo. It was agreed that the logo will be added to all programming, including programming produced by the elementary school.

**Meeting adjourned 8:53pm**