

Minutes of the May 18th, 2023 Online Harvard Cable Access Committee Meeting

Approved June 8th, 2023

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

Others Attending: Brittany Blaney (Station Manager), Will Hopper (Station Operator)

Called to order at 5:04 PM

Meeting Minutes: Minutes of the April 27th meeting were reviewed and unanimously approved.

Public Comment: none

Budget and Finance:

- According to Nick, labor expenses continue to fall, and the gap between the projected budget and the actual budget is close to \$11,000, so money for new hardware/software looks promising.

Charter License Fee:

- Because Charter has not been responsive with regards to a contract renewal, Bill Solomon believes the town should raise the fee to 4.85% now rather than in January of 2025. The current contract allows us to make this change, and we should take advantage of it. Robert made a motion that we recommend to the Select Board that we raise the license fee to 4.85% effective January 17th, 2024. The motion passed unanimously.
- Robert asked about Cablevision subscription numbers. In 2014, 1,439 households subscribed to Cablevision compared to the present number of 1,014. That represents a 30% reduction in subscribers.

Charter Contract Renewal:

- Brittany suggested that if a new contract doesn't get signed, then the old contract would continue. Both the towns of Boylston and Douglas do not have newly signed contracts.
- The Ascertainment Report has been drafted.

Capital Expenditures:

- Before FY23 ends, Brittany would like to purchase a new Macbook Pro laptop for \$4,800, a Blackmagic Pocket Cinema Camera for \$2,535, and a Zoom lens for the aforementioned camera for \$1,300. Nick made a motion to approve a capital expenditure not to exceed \$9,000 for a new laptop, camera, and lens. The motion passed unanimously.

Station Manager's Report:

- See attached, in addition...
- Brittany informed the committee that because the Bromfield Middle School will be moving to a separate and different schedule from the high school, Cindy Fontaine will not be able to teach the Middle School Video Production class, and hence, the class will not run. Brittany will reach out to Principal Greene to see what can be done about the situation.
- Nick asked how the Media Production Club was doing. At present, the attendance numbers are way down, but Brittany plans on heavy advertising in the fall.
- The idea of a weeklong summer video production course at FiveSparks was floated, and the committee thought that idea had nice potential.
- Patrick wondered if the creation of a trailer video for either the video production course or the media club would help draw interest.

New Business: none

The meeting adjourned at 6:08 PM.

The next meeting is scheduled for Thursday, June 8th at 5:00 PM.

HCTV Station Manager Report

• Programming (04.27-05.17) - Reel: <https://vimeo.com/827772347/94a91bfdc0>

• *Public, 3*

- Fivesparks Gallery Tour: Reflections, Pattern, & Light
- Senior Spotlight: May 2023
- Candidates Night 2023

• NEW to Vimeo, 3

- Bromfield Boys Varsity Soccer vs. Hudson 2011
- Bromfield Girls Varsity Soccer vs. Littleton 2011
- Bromfield Girls Varsity Soccer vs. Gardner 2011

• *Education, 4*

- 7th & 8th Grade Spring Concert 2023

- 6th Grade Spring Concert 2023

- Video Production Course: Chroma Key Projects

- My Heart Be Brave - HS Spring Concert 2023

- **Government, 26 Meetings**

- Annual Town Meeting
- Select Board
- Municipal Affordable Housing Trust
- Board of Health
- Community Preservation Committee
- Climate Initiative Committee
- Community Cable Access Committee
- Parks & Recreation Committee
- Planning Board
- Library Trustees
- School Committee

- School Committee Budget Subcommittee
- Warner Free Lecture Trustees
- Conservation Commission
- Agricultural Advisory Committee
- Zoning Board of Appeals
- Energy Advisory Committee
- Open Space Committee
- Finance Committee
- Permanent Building Committee
- High School Public Forum

- **Analytics**

- **YouTube**, 43 Subscribers (+2)

- 04.27-05.17, 34 views

- Annual Town Meeting 04.29.23, 18
- Bromfield Graduation 2022, 6

- Bromfield Graduation 2021, 4
- Candidates Night 2023, 3

- **Instagram** (<https://www.instagram.com/harvardcabletv/>), 175 Followers (+1)

- **Twitter** (<https://twitter.com/harvardcabletv>), 40 Followers (no change)

- **Facebook:**

- 04.27-05.17, Most popular posts by “reach”

- Permanent Building Committee 5.10, 66
- Throwback: Girl Scouts 2011, 48

- 6th Grade Spring Concert, 47
- Throwback: Girls Basketball 2010, 44

- **Vimeo**

- 04.27-05.17: 927 views (1,452 for 03.09-04.26)

- Top Videos

- Candidates Night 2023, 303
- Agricultural Advisory Commission 05.03.23, 41
- School Committee 04.24.23, 41
- Bromfield Girls Varsity Soccer vs. Littleton 2011, 37
- Annual Town Meeting Spring 2023, 26

- Source URLs

- harvardcabletv.com
- vimeo.com
- fivesparks.org

- twitter
- bloomnart.online
- harvardhistory.org

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

- 1,100 Page views
- Top Referrals: nextdoor.com, harvard-ma.gov, Facebook, lwvharvaard.org

- **Pending Projects**

- Bromfield High School Spring Concert
- The Psychology of Selling (COA)
- Clinton Dam & Wachusett Reservoir (HHS)
- Preparing to Sell Your House (COA)
- Harvard in the 1st 1/2 of the 20th Century (HHS)
- Red Sox History (COA)
- Senior Spotlight June 2023
- Fivesparks Gallery: Live:Work
- 3rd Grade Poetry Readings 6/1
- Bromfield Graduation 6/2
- 3rd Grade Biography Reports 6/22
- Steve Peisch Concert 6/22
- Harvard Music Festival 6/24?

- **Bromfield**

- 6/2 Field Trip to New England Studios
- 2023-24 HS Video Production Course: 8 1st choice, 22 2nd choice
- 8th Grade Course
 - De-leveling: HS & MS only teachers
 - <https://harvardpress.com/News/News-Articles/news-analysis160deleveling-160no-clear-answer-on-what-works-best-for160all-students>

- **Other**

- Mass Access Spring Conference 6/23