
Holbrook Community Access and Media 2021 Annual Report



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About Us

Holbrook Community Access and Media, Inc. (HCAM) was established as a not-for-profit corporation in 2008 to provide the community with non-commercial public, government, and education cable television services; public access to community cable television facilities; training for students, residents, and nonprofit business in the Town of Holbrook.

Mission Statement:

Holbrook Community Access and Media, Inc. exists to produce original, local programming for our community and to provide information, education, support, community access, and training to local cable subscribers and the community.

HCAM airs its content on two cable channels provided to the town by Comcast and Verizon. All programming related to the town including Government Meetings and town events can be found on HCAM Channel 9 or Verizon Channel 39. While Comcast Channel 6 and Verizon 38 are combined for our Education and Public Channel. This station provides coverage of events happening within the Holbrook Public School District. The education programming offered includes HMHS sports, lectures, and student-produced programming from the video production classes offered for students at HMHS. Those classes are largely funded through a grant from HCAM. The public-produced programming includes programs produced by members of the public for information or entertainment.

Board of Directors

Fred White – President
Lindsay Vayda – Vice President
Pamela Vayda – Treasurer/Clerk
Lisa Tobin
Bill Farrell
Brian DeStoop

Staff

Zack Gorman- Executive Director
Jenna Gagne – Production Manager
Dylan Carroll-Brown – Field Production
Coordinator (ending April 2022)
Caroline Duggan Field Production
Technician (started January 2022)
Caleb Tobin – Production Assistant

2021 Summary

During 2021 Holbrook Community Access and Media (HCAM) continued its ongoing efforts to maintain and increase our community coverage and outreach. That effort was met with continued obstacles related to the COVID-19 Pandemic. Our organization focuses heavily on Government and Education services which we continued to improve as well as expand in 2021. We continued to supply all virtual meeting support to the town hall including equipment, technical know-how, and staffing. This includes incorporating virtual attendees into our broadcast meeting coverage. Our continued efforts in this area allowed virtual attendance to remain viable for town officials and residents as in-person meetings returned. This access continues to remain even as most boards and committees have returned to all in person for their meetings. This is a new service that offers immense value to not only town officials but the residents of Holbrook

Much like in years past, technology continued to change around us. We have worked diligently to keep in step with those changes. HCAM upgraded our studio production *switcher* to ensure a modern production for all studio-based programming as well as multi-camera event or game coverage. We have also added a feature that allows residents to access and view all of our Video-On-Demand content via Apple TV, Firestick, or Roku through the app called “Cablecast”. Aside from the video on demand, residents also have the option to watch our stations live via our 24/7 live stream.

The town of Holbrook successfully negotiated a new cable license with Verizon in 2021. This license includes 5% of Verizon's gross annual cable revenue in Holbrook as well as an \$80,000 capital investment for HCAM to continue to maintain, upgrade and replace the tools of the trade. This license, along with Comcast's, is currently what the Town of Holbrook utilizes to fund the service that HCAM provides. The 2021 MA Department of Telecommunications and Cable report on cable subscriber data showed a decrease of 249 cable subscribers for an estimated loss of \$17,000 on top of a decrease of \$10,000 related to the decrease in cable package or bundle changes with more being charged for internet associated costs.

Last, and most importantly, we successfully produced over **393** events, meetings, and programs all over town. We are most proud of our Virtual “Parade” for Memorial Day and three nights of Virtual Town meetings. HCAM took the reigns on an endeavor that would not have taken place without our expertise and professionalism. Overall, we continue to achieve our mission by building community through media. This is done by providing residents with local programming they can’t find anyplace else. It is a service that continues to add great value to the community.

Town Government:

HCAM continued its dedicated coverage of various town government meetings. Our coverage, whether virtual, in-person, or hybrid, continued to be vital in keeping residents informed in our new normal. We are the largest source of information directly from many boards and committees. Our role in an informed community is an indispensable one. Through the tumultuous year, we focused significantly on our government coverage with our highest number of meetings covered to date. As mentioned in the summary, we continued our unprecedented role of providing virtual meeting support allowing town boards and committees to meet virtually but also allowing for public participation. Some other highlights include continued efforts to provide candidates seeking public office opportunities to introduce themselves to the voters, a grand opening highlight video on the Holbrook Regional Emergency Communication Center, and voting information videos to help residents find the polls during election time. HCAM covered **160** meetings in 2021 an **increase of 32** meetings over 2020. We also continued airing programming from the Massachusetts State House with a total of **83** State Representative & Governor press conferences this year, down from **115** during 2020. This decrease was due in part because Gov. Baker did not have the same daily Covid-19 updates. These broadcasts allowed residents to stay in tune with their state government, especially surrounding COVID-19 updates.

● Board of Selectmen	32	● Joint Water Board	6
● Finance Committee	21	● Diversity & Inclusion	7
● School Committee	14	● Celebration Committee	2
● Conservation Com	18	● Zoning Board of Appeals	5
● Planning Board	17	● Housing Authority	2
● Board of Health	24	● Candidate Forum projects	3
● Council on Aging	6	● Town Meeting	3

State House Sessions (Produced by House Broadcast Service) - 83

Holbrook Public Schools:

As part of our educational mission, we continue to provide funding and staff to the HMHS to offer three video production classes during the school day and an afterschool youth program. Through this support, Code Blue News; a student-produced broadcast news show, has continued to grow; culminating in winning the **Hometown Media Award** for the best student news broadcast in the entire country for 2021. The show is broadcast live every Friday morning to students & staff throughout HMHS as well as aired on our station (Comcast 6/Verizon 38) several times a week for the community to see. In addition to the Hometown Media Award, the program also netted six (6) New England Scholastic Press Association Awards. This is a huge accomplishment for the program in the first four years of existence. HCAM continued to improve the service provided to the public school district. We increased our sports coverage to help families watch their student-athletes compete, in many cases when fans' attendance was not allowed. 2021 marked our highest count of games covered with a total of **92** games broadcast, many of which were also live-streamed. We helped produce public service announcements for the district including “Welcome Back to In-Person: Zoom Call Parody” for staff returning on their first day of the school year in August. We produced an exciting project this past fall called “Underdogs”. This program is a 5-part docuseries about the resurgent Holbrook/Avon football team. The Video Production Club welcomed a new group of middle-school students continuing a strong legacy of youth media producers in town. This includes beginning volunteering to help cover school games and events alongside our staff. We also continued to cover events at the JFK to allow parents, and extended families an opportunity to watch their students in concerts, plays, and other presentations throughout the year. The Holbrook Public School coverage for 2021, concluded with a total of over **149** original productions, compared to just 54 in 2020, an **increase of 95** productions.

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|----------------------------|----|-----------------------|----|
| ● Varsity Football | 8 | ● Cross Country | 3 |
| ● Varsity Boys Soccer | 14 | ● Sports Highlights | 4 |
| ● Varsity Girls Soccer | 15 | ● Underdogs Series | 5 |
| ● Varsity Volleyball | 14 | ● Code Blue News | 37 |
| ● Varsity Boys Basketball | 16 | ● Other School Events | 15 |
| ● Varsity Girls Basketball | 13 | | |
| ● Varsity Baseball | 1 | | |
| ● Varsity Softball | 3 | | |

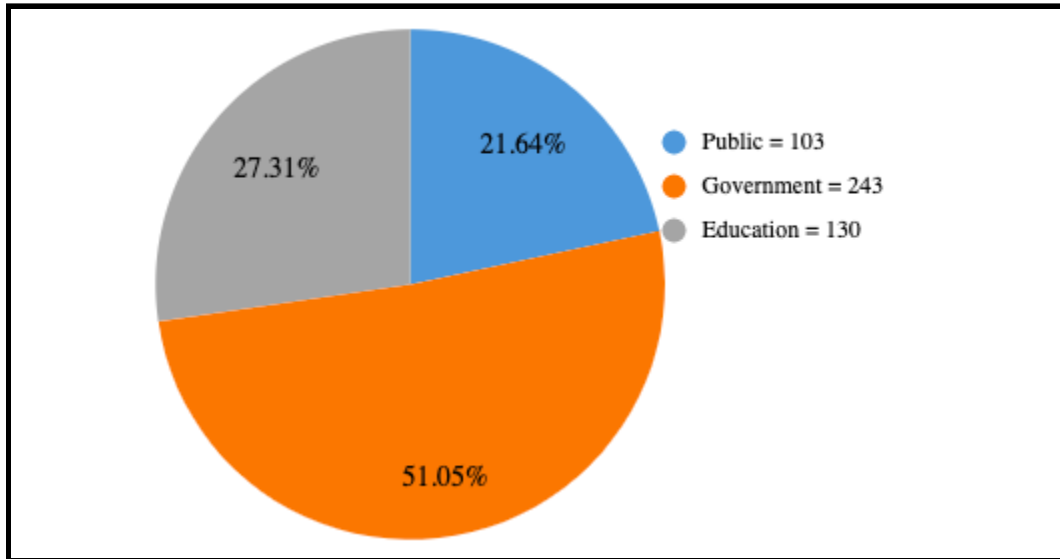
Public Access:

Our Public Access efforts remain steady when residents or organizations seek to volunteer or produce shows. **Holbrook Then and Now** has now been recognized twice for both national and regional awards. We collaborated with Tom Benvie to produce an updated virtual Memorial Day program. We partnered with local organizations to produce programming including, The Police Department (Stuff A Cruiser PSA), Fire Department (Toys for Tots PSA), and The Sean Joyce Memorial Foundation (race coverage and PSA). Lastly, HCAM covered the 20-yr Anniversary of 911, Overdose Awareness Vigil, Veterans Day Ceremony, Annual Tree Lighting, and other events throughout town. In addition to our local public program, we continue to broadcast well-rounded programs produced by other local access stations including Sing-Along Fun with Miss Miriam (19), Restoration City Church (12), Inside the History of Battleship Cove (7), In the Know with Norfolk County Sheriff (5), and Off the Shelf (5). In 2021 our public programming had a total of over **132** public productions airing on the public/education channel, **36** of which were produced by HCAM. This was a decrease of 149 broadcasts. The decrease was the result of Covid-19 causing producers to not feel comfortable being around people to produce their shows in Holbrook as well as other community access centers. We hope to see an increase in public programming in 2022.

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|------------------------------|---|--------------------------|----|
| ● Q&A with Hit & Run History | 1 | ● Town Events/Ceremonies | 13 |
| ● Holbrook Then and Now | 2 | ● Holbrook PSAs | 6 |
| ● Holbrook Cares Event/Pres | 1 | ● HCAM News & PSAs | 10 |

Below is a visual snapshot of the allocation of coverage we have provided to the community. It does not, however, encompass the time put in by our staff to prepare for, set up, cover, edit, produce graphics, maintain the assets, and schedule all of this programming. The bottom chart shows our most-watched programming of 2021 on our Video On Demand.

*we do not have a way to track cable views.



Total Views	Average Views per VOD	# of VODs with Views
10172	26	343

[Save Data as CSV](#)

Show Details

ShowID	Title	Views
2665	BoS_7-14-21	1543
2468	HRECC - An Introduction	657
2470	BoS Candidate Video21	274
2926	BoS-12-15-21	259
2609	Memorial Day 2021 Program	196
2471	BoH Candidate Video21	167
2819	Select Board 2021 Candidate Videos	164
2427	BoS_2-24-21	158
2719	BoS_8-11-21	151
2890	B_F_SSVT_Thanksgiving_11-24-21	139
2607	BoH_5-27-21_PFAsQ&A	136
2859	BoS_11-3-21	131

Community Bulletin Boards:

In addition to our programming, we also operate a virtual community bulletin board for both of our stations. Any community announcement that originates from the town hall or is non-profit in nature may be posted free of charge on HCAM running during non-programming hours.

The postings range from church activities, fundraisers, local official information, school updates, upcoming arts performance, school cancellations, town emergency notices and sports team updates, etc.

The other key component of our Bulletin Board is to post town government meeting dates as well as agendas, when possible. This allows the community the ability to view information about upcoming meetings on our Government channel.

Bulletin Board submissions arrive by mail, email, or in-person and average 4-5 a week, totaling over **250 new local announcements** each year.

In addition to posting these notices on our station, we also share some of this information via our social media outlets. This helps to reach the community more quickly in the internet age.

2021 Awards and Recognition:

Alliance for Community Media Northeast Region “Nor’Easter”

1st Place in Single-Camera Event Coverage
“2020 Memorial Day Program”

Alliance for Community Media Northeast Region “Nor’Easter”

1st Place in School/Educational Program
“2020 JFK Back to School”
(This is our third year running having won in this category)

Student Program Awards

2021 ACM Hometown Media Award

Best Student News Program

National Scholastic Press Association

10th Place
2021 Best of Show Award
Broadcast News Story
Food Pantry
Joseph McLaughlin, Emma Curtis, Caleb Tobin, Larenz Ward

Student Television Network 2021 Convention Contest

Honorable Mention (5th place)
High School Sports Highlight Category
Charles Lurasi and Joe McLaughlin

New England Scholastic Press Association

Special Achievement Journalism Award
Broadcast Category

New England Scholastic Press Association

Special Achievement 2021 Fall Localizing
“Holbrook’s Veterans Day Ceremony” Joseph McLaughlin

New England Scholastic Press Association

Special Achievement 2021 Fall Localizing
“Holbrook’s Connection To Our Darkest Day”
Joseph McLaughlin

Financial Information

Our organization worked diligently to appropriate funding for the year in a fiscally responsible manner. This was a difficult task as the continued drop in cable subscribers has impacted our overall operational budget. Our financial work included multiple budget meetings with the Board of Directors. The Board of Directors recognizes that it must secure more stable funding to continue the stability of the organization long term.

<i>2021 Income</i>	\$258,536.62
<i>2021 Expenses</i>	\$237,272.08

Cable subscriber counts for Holbrook					
*per the department of Telecommunications and Cable report released in June 2020					
Year	Comcast	Verizon	Total Subscribers	Difference from previous year	Percentage Lost
2017	2,064	1567	3,631	-57	1.55%
2018	2,046	1482	3,528	-103	2.84%
2019	2,000	1381	3,381	-147	4.17%
2020	1,903	1289	3,192	-189	5.59%
2021	1,714	1,229	2,943	-249	7.80%
			Total 5 year cable subscriber loss	-745	18.95%