



ANNUAL REPORT FOR FY 2016

JULY 1ST 2015 - JUNE 30TH 2016

HCAM-TV
EST. 2011
HINGHAM

Inspire, Empower, & Share
Community

HINGHAM
1655
1985

Tune in:

	Public	Edu	Gov't
Comcast	97	22	9
Verizon FIOS	31	29	30

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WHO WE ARE:

HCAM's Board of Directors:

- Director/President** James Dellot, 2013 to 2016 (2nd term)*
- Vice-President** Laura Burns, 2015 to 2016 (2nd term)
- Director/Treasurer** Noreen Moross, 2015 to 2018 (2nd term)*
- Director/Clerk** Rob Kirk, 2015 to 2017 (2nd term)*
- Director** Margie Sullivan, 2014 to 2017 (2nd term)*
- Director** Mark Brodie, 2015 to 2016
- Director** Hal Goldstein, 2013 to 2016-10, (2011-2016)*
- Director** Dennis Corcoran 2016-10 to 2016

* Denotes a founding member of the HCAM Board of Directors



HCAM's Staff:



Eric Dresser
Executive Director



Kathryn Collins
Membership & Outreach Coordinator



Erin DiMartino
Staff Producer



Chris Dolan
Staff Videographer



Fil Filippides
Production & Operations Coordinator



Mike Parsons
Programming Coordinator



Dan Snyder
Staff Videographer



Cristina Aiello
Membership & Outreach Coordinator
(Through Feb, 2016)



Katie Geiger
Production Coordinator
(Through Aug, 2015)



Benjamin Smith
Programming Coordinator
(Through Feb, 2016)



Jenny Sowyrda
Staff Producer
(Through Jul, 2016)



HCAM Staff & Crew
at Hingham's 4th of July Parade
July, 2015

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STAY CONNECTED - Catch HCAM in action



Facebook - Facebook.com/HinghamCommunityAccessMedia



Instagram - instagram.com/hcam.tv



Twitter - twitter.com/HCAM_TV

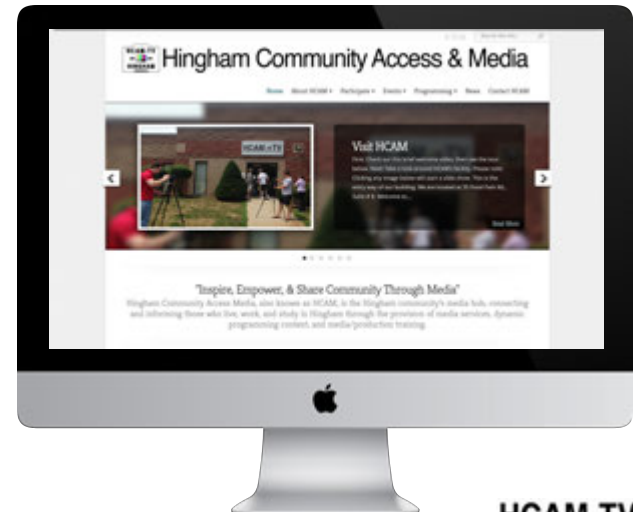


YouTube - YouTube.com/HinghamTV



<p>comcast 97 Verizon FiOS 31</p>	<p>Kathryn Collins Hingham Shoreline Trust</p>	<p>Public</p>
<p>comcast 22 Verizon FiOS 29</p>		<p>Educational</p>
<p>comcast 9 Verizon FiOS 30</p>		<p>Government</p>

<http://www.HinghamMedia.org>



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HCAM BACKGROUND

About HCAM

Hingham Community Access Media, also known as HCAM, is the Hingham community's media hub; connecting and informing those who live, work, and study in Hingham by providing media services, dynamic programming content, and media/production training.

Through the provision our (predominantly free) services HCAM users and members are able to promote causes and organizations, or just share good things that are happening in Hingham.



HCAM's MISSION STATEMENT

*“To **inspire** members of the Hingham community to create content and express themselves freely so that **empowered** users and viewers may utilize community media to **share** their ideas, hobbies, and passions within our **community** and the world beyond.”*

Inspire • Empower • Share

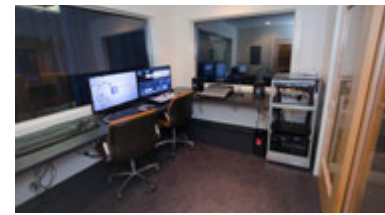
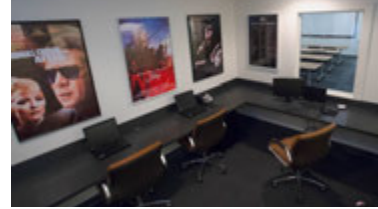
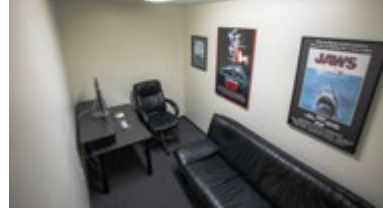
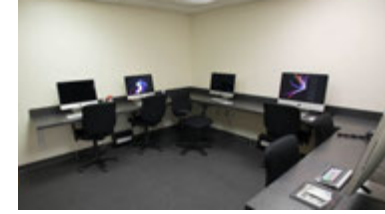
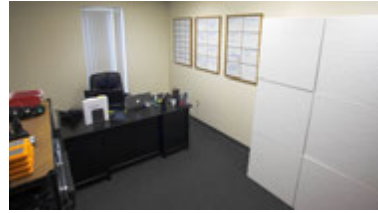


COMMUNITY

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Verizon FIOS	31	29	30

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OUR FACILITIES



Come and Visit HCAM-TV

35 Pond Park Rd. #8, Hingham, MA



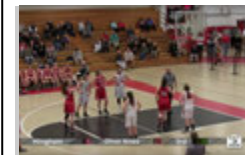
Tune in:	Public	Edu	Gov't
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ORGANIZATIONAL ACHIEVEMENTS IN FY 2016

- Expanded independence day coverage to a level allowing an entire episode of Hingham Happenings to be dedicated to this one day's events
- Completed the first draft of a long term strategic plan for HCAM
- Purchased and erected a new news set for the HCAM studio
- Provided holiday photos to more than 115 families/groups at Hingham's annual Christmas in the Square event.
- Updated HCAM's Policies & Procedures & Employee handbook & updated job descriptions
- Hired an architect to plan how to incorporate 1,475 square feet to HCAM's floor plan and improve overall efficiency of space at HCAM
- Broke ground on construction/expansion at HCAM's Pond Park studio in South Hingham. Added almost 60% additional space and alleviated several pain points in our existing facility



- Adapted HCAM's Christmas in the Square presence for the first annual Summerfest.
- Worked with the Hingham Cable Advisory Committee to consolidate the three grant agreements which outline HCAM's charge and relationship to/with the Town of Hingham.
- Upgraded recording and monitoring equipment was installed in the Selectmen's hearing room
- Long-term programming archival hardware was purchased and integrated at HCAM's studios
- Kicked off the franchise renewal process by holding a very well attended "Ascertainment Hearing" Hingham Town Hall.
- Transitioned all HCAM funds to Hingham Institution for Savings
- Coordinated full (multicam) coverage of HHS Girls Basketball team through the divisional finals.
- Created an After School Video Club at Hingham Middle School
- Improved HCAM's office IT infrastructure improving workflow and increase our production efficiency



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ORGANIZATIONAL ACHIEVEMENTS IN FY 2016 *(Continued)*

- Performed several upgrades to HCAM's set, prop, and equipment storage as well as security.
- Consolidated signal processing equipment for simplicity and transfer to HD when possible
- Internship program expanded to accommodate multiple interns. Expanded to allow up to 3 interns
- Added Live-tweeting to HCAM's traditional coverage of Hingham's Annual Town Meeting
- Worked with the Hingham Zoning and Planning Boards to reclassify HCAM's zoning and proposed new language for the zone.
- Two meeting rooms in Hingham town hall's 3rd floor were furnished with A/V projectors and speakers for presentation and video capture
- Joined Barnes & Noble as a presenting sponsor at "Maker Faire 2016". Many 'makers' attended and got involved
- Released a new HCAM website template transitioning to an easier way to navigate interface
- Hosted several events for the South Shore Independent Filmmakers Meetup group

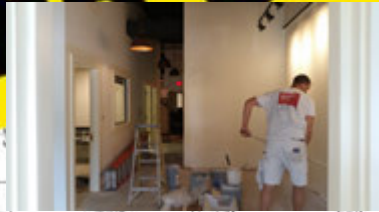
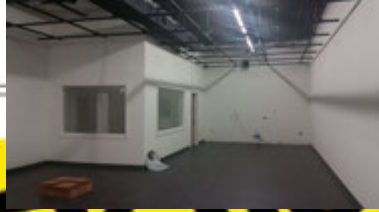
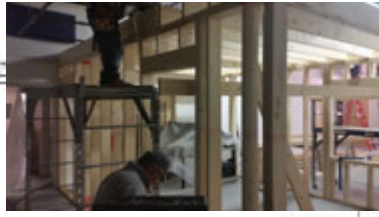


- Was invited by the South Shore Chamber of Commerce to appear at their Innovation Showcase; sharing the opportunities available locally in Community Media
- Hosted the Hingham Business Council in HCAM-TV's studio for their monthly meeting
- Partnered with our local state level legislators and MassAccess to testify in favor of legislation that would bring HD, OnDemand & Electronic Programming Guide functionality to HCAM
- HCAM Executive Director; Eric Dresser recognized for leadership by Cape & Plymouth Magazine as one of 2016's "40 Under 40"
- Honored fallen marine; Christopher Orlando through providing tasteful coverage of the funeral held at St. Paul's Church
- Expanded outreach templates allowing for additional outreach opportunities to attract interns, members and HCAM viewers
- Ran 6 week after school programs in 2 of 4 Hingham elementary schools serving roughly 20 students and inspiring interest in a new hobby



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CONSTRUCTION AT HCAM:



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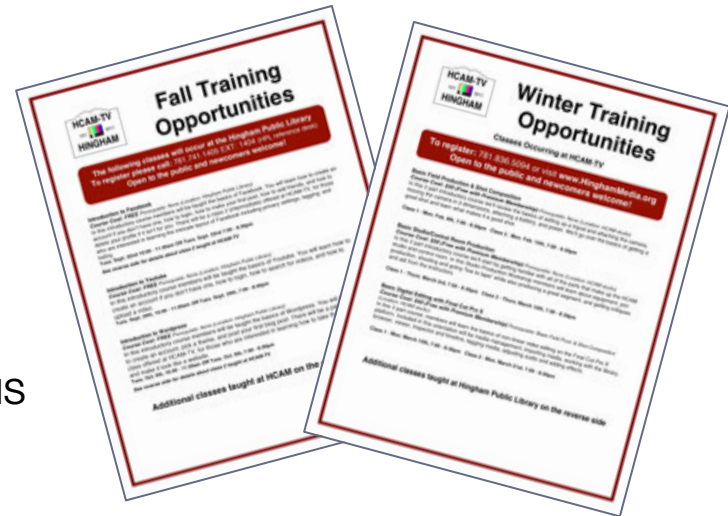
TRAINING AT HINGHAM COMMUNITY ACCESS & MEDIA

This year we worked to grow our internship program to run parallel to our already successful production training program. We scheduled seasonal HCAM orientation and information sessions and installed regularly scheduled training classes on this same schedule. We have been able to successfully train many individuals who are now creating dynamic community centered programming.

Available HCAM Training

- Basic Field Production and Shot Composition
- Basic Studio/Control Room Production
- Basic Digital Editing with Final Cut Pro X
- Introduction to Facebook
- Intermediate Facebook
- Introduction to Youtube
- Blogging and Vlogging: An intro to the WordPress CMS
- From Blog to Website: WordPress Class II
- One-on-One Advising*
- Basic Sports Videography*
- Creating a Highlight/Demo Reel*
- New Media Platforms and Best Practices*

*Taught by member request/demonstrated interest, not officially scheduled.



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ORGANIZATIONAL COLLABORATIONS



(A full list can be seen [here](#))

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HCAM EDUCATIONAL ACCESS PROGRAMMING

In 2016 HCAM expanded into the Hingham Public School's afterschool programs to contribute additional programming, after school clubs at the Elementary and Middle School levels were created and continued bringing additional opportunities and training to those attending and working within the district.

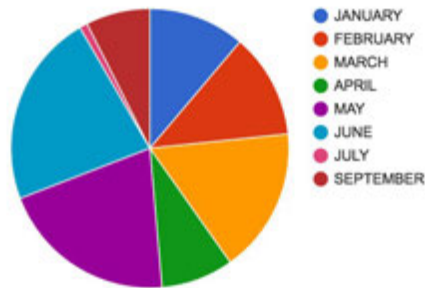
Below are totals and photos from our Educational Access programming in 2016.

Programming filmed Includes:

- Lectures, sports, band & chorus concerts, graduations, segments on class projects, cornerstone school events, School Committee, Department review videos, etc.
 - **140** Events Covered/Aired: +22 overall from last years totals
 - **118** Videos Available (On-Demand): +20 overall from last years totals



MONTHLY EVENTS



Tune in:

	Public	Edu	Gov't
Comcast	97	22	9
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PUBLIC ACCESS PROGRAMMING, IMPORTED

Show title	Episode Count	Imported from
Bay State Baptist	4	Billerica Access TV
Baystate forum	3	Cambridge Community TV
The Curious Giraffe	3	Amherst Media
Environmental Awakening	7	E-Awkening.com
Democracy Now	2 (Daily Program)	DemocracyNow.com
The Folklorist	1	NewTV
Mental Fitness	2	BefordTV
South Coastal Hockey	25	Marshfield TV
Tails of the City	1	Cambridge Community TV
This Place Matters	4	Lower Cape TV
The Time is Now	5	PACTV
Veterans Helping Veterans	3	Veterans Network
You & Your Health	1	Billerica Access TV
The Art Show	9	Marshfield TV
Falcon Frontier Rodeo	1	Midwest Video Fest
The Craig Show	1	Stoneham TV
Museum Open House	8	New TV
Mass Access	2	Mass Access TV
Cooking Healthy	5	Marshfield TV
Tales of The City	1	CCTV
This Place Matters	1	Lower Cape TV
The Time Is Now	4	PACTV
Veteran's Voice	5	Marshfield TV
You & Your Health	1	Billerica Access TV
Senior Scene	3	New TV



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PUBLIC ACCESS PROGRAMMING, IMPORTED *(Continued)*

Show title	Episode Count	Imported from
Person To Person	1	PAC TV
Wompanoag Day	1	Bourne Cable TV
Steve Katsos Show	4	Arlington Media
Mass Factor	5	PegMedia.org
Paniting Picasso's Grapevine	4	PegMedia.org
Smart Boating	4	PegMedia.org
Clelia's Cucina Italiana	5	The Needham Channel
Inside Talk	1	The Needham Channel
Life Matters	31	Boston
Sound Advice	27	Quincy TV
Melissa's Menu	7	PAC TV
Physician Focus	10	Holbrook TV
Register's Report	10	Brockton
The Literati Scene	5	Boston
Spectra Energy's Scoping Meeting	1	Weymouth TV
Democratic Forum	1	Hanover TV
502 Sessions	8	Dedham TV
Chef's Table Series	25	Vimeo
Public Domain Movies	12	Archive.org
Math With Matthew	1	Chelmsford TV
Jersey Shore Volunteer Movie	1	traveltelevision.org



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HCAM GOVERNMENT ACCESS PROGRAMMING

Annual Town Meeting	Board of Selectmen	Historic Districts	School Committee	Sewer Commission	Zoning Board of Appeals
1	36	8	21	1	8
Other: 12 <i>Including: Community Preservation Committee, Harbor Commission, Hingham Trails Meeting, League of Women Voters, South Hingham Study Group, Town Forum, Hingham Trails Workshop, Planning Board, Informational Meeting on Solar Array</i>					

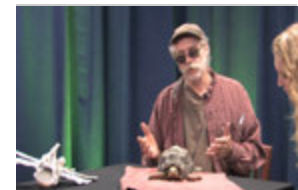
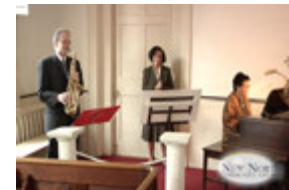


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MEMBER PRODUCED PROGRAMMING

Show	Producer	# of Episodes
Point and Shoot	Susan Hagstrom	5
Lipstick Lounge	Liz Fuller	2
Second Parish	Second Parish Church	18
Cooking with Love Fred Hixon		3
New England Wild Legacy	Greg Mertz	3
New North Church Bill Turpie		6
Hingham Sports Tonight	Andrew Rubino	1
PSA	Comm Members	5
Superintendent Spotlight	Dot Galo	8
Total Shows	11	51
Total Hours of Programming	PSA:	00:15:31
	Member:	31:36:23



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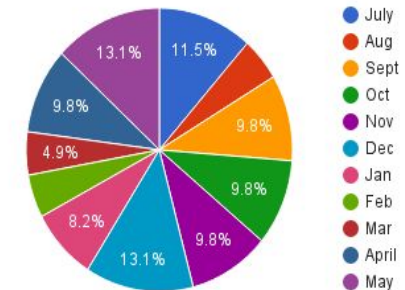
HCAM STAFF PRODUCED PROGRAMMING

In 2016 HCAM staff produced original content specific to the Hingham Community to help the town have a better understanding of local issues. These shows include “Hingham Happenings”, “Getting to Know”, & “On the Issues”.

HCAM was also widely present for coverage at numerous Community Events throughout the year, please see below for a list of some of the events covered.

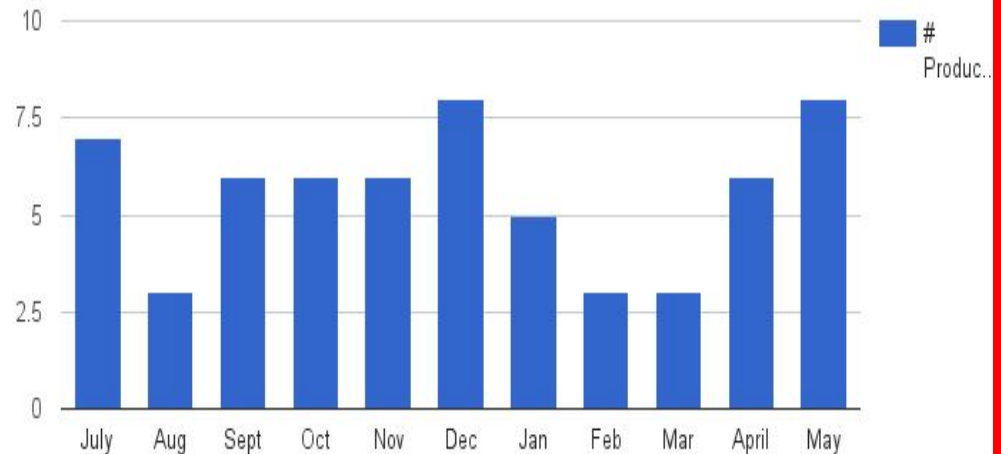
Below are totals and photos from our Public Access programming in 2016.

Productions Per Month



Month	Prod Per Month	Total Hours
July (2015)	7	03:50:39
Aug (2015)	3	01:31:28
Sept (2015)	6	04:28:55
Oct (2015)	6	05:47:06
Nov (2015)	6	04:50:02
Dec (2015)	8	07:06:10
Jan (2016)	5	03:25:26
Feb (2016)	3	02:55:02
Mar (2016)	3	02:09:56
April (2016)	6	07:13:49
May (2016)	8	08:10:42
June (2016)	6	05:05:16
Total	63	56:38:13

Productions Per Month vs. Months



Programs Filmed Included:

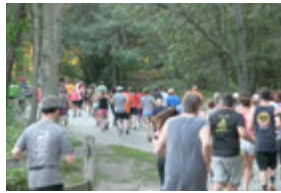
Hingham Happenings, On the Issues, Getting to Know, 4th of July Festivities, Hingham Road Race, & Christmas in The Square.

Events at / with: *The South Shore Chamber of Commerce, Hingham Public Library, local private schools, and many other cultural/civic groups.*

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HCAM STAFF PRODUCED PROGRAMMING (continued)



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HCAM STAFF PRODUCED SERIES *(continued)*



Episodes:

1. Downtown Association
2. 4th Of July
3. Lincoln Sailing
4. Hingham Transfer Station
5. Hingham Public Library
6. Hingham Police
7. Hingham Harbormaster
8. Town Meeting
9. South Shore Country Club
10. Veterans Services
11. Bear Cove Park
12. Hull Seaside Animal Rescue
13. Conservation Commision
14. Hingham Cemetery
15. Elder Services
16. Pat Roche Hospice Home

HCAM's "Getting To Know..."

Is an informational and educational program now in it's 4th season which highlights and showcases a specific organization, business or cause serving those in Hingham. Getting to Know was originally focused on more of the aspects of Hingham's Government, but has grown to include many other events, organizations, and businesses in and around Hingham. As this show continues to grow we anticipate adding this brand to a number of other educational content that we capture each year.

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HCAM STAFF PRODUCED SERIES

Hingham Happenings is a Staff Produced news magazine format show, which airs monthly on HCAM-TV capturing the sights and sounds in Hingham at any given time. This program features short 3-7 minute “stories” that happen in, or impact the Hingham community.

14 Episodes Produced

73 Total Segments Covered



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Hingham

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CONNECTED WITH OUR COMMUNITY



July 2016 - June 2016

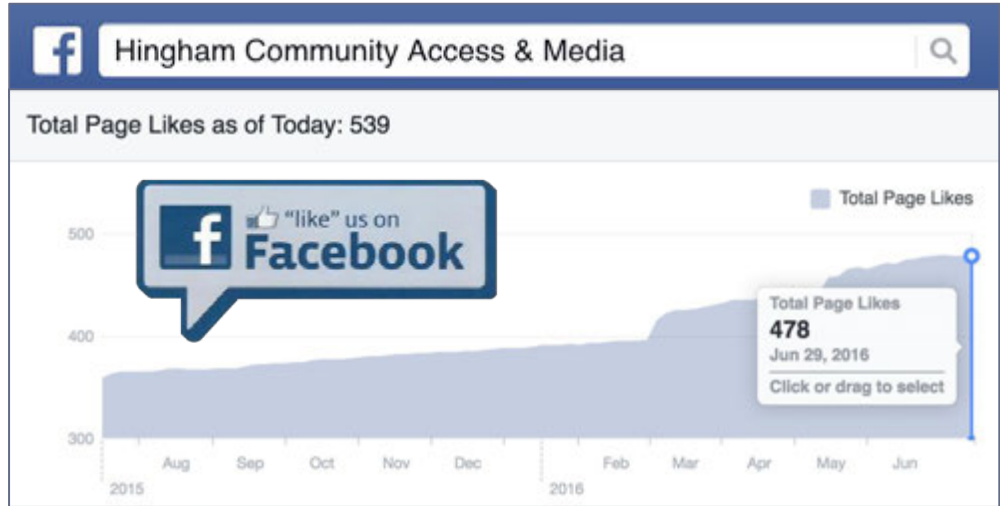
↑ 132 new Likes - Facebook

↑ 166 new Followers - Twitter

- New & Improved Instagram account created
 - 27 pictures posted
 - 37 followers gained

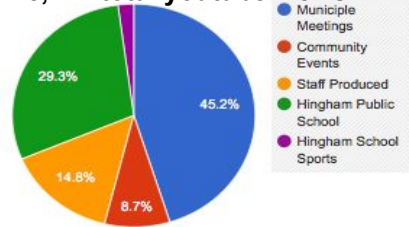
THANKS FOR 500 LIKES!

DON'T MISS A THING FOLLOW US ON INSTAGRAM, FACEBOOK AND TWITTER

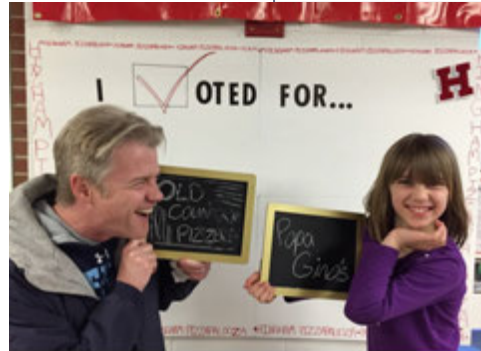


HCAM-TV on YouTube

15,247 total youtube views



HCAM-TV @HCAM_TV - Mar 21
Just wanted to extend a big welcome to our newest community partner George Washington Toma!



HCAM-TV @HCAM_TV - Mar 16
Did you stop by our table at PizzaPalooza? The selfie station was a big hit! #HCAM #Hingham<3Pizza



The success of different post types based on average reach and engagement.

Type	Average Reach	Average Engagement
Video	744	26
Photo	303	56
Shared Video	96	8
Link	57	4
Status	33	2

HCAM-TV on twitter

TWEETS: 1,824 | FOLLOWING: 367 | FOLLOWERS: 450 | LIKES: 401

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CONNECTED WITH OUR COMMUNITY *(Continued)*



Hingham Community Access & Media

Published by Kathryn Collins [?] · April 29 · 🌐

Governor Baker motorcade arrived just a few minutes ago on the corner of North and Main



1,643 people reached

153 Views

Like Comment Share

Diane Cronin Pisinski, Dennis Corcoran



Hingham Community Access & Media

Published by Kathryn Collins [?] · March 28 · 🌐

HCAM 🌸🌸🌸 springs 🌸🌸🌸 into phase two of our studio expansion as we "break on through" to our new space on the other side of the wall!



144 people reached

Like Comment Share

South Shore Chamber of Commerce, ...



Write a comment...



Sue Hagar Dresser, Jim Dresser and 3 others

View 1 more comment



Tara Grosso Saw them filming today!

Unlike · Reply · Message · 1 · March 30 at 8:35pm



Hingham Community Access & Media

Published by Kathryn Collins [?] · April 28 · 🌐

Hingham's annual Town Meeting took place at Hingham High School this past Monday night.

You can watch the exclusive content below and on HCAM's government channel (Comcast: 9, Verizon FIOS: 30) tomorrow at 9:00 am and 6:00 pm.

If you'd like to be one of the first to know about important events happening in Hingham, consider taking the time to like us on fb, follow us on twitter, or share our content with your friends and neighbors!



2016-04-25 Hingham Town Meeting

Hingham Town Meeting April 25, 2016

YOUTUBE.COM

1,349 people reached

View Results

Like Comment Share

Denise Scully, Kenneth James and 8 others

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HCAM's ORGANIZATIONAL OBJECTIVES FOR 2015-2017

1. Increase HCAM usership, membership, and organizational recognition through marketing and community outreach.
2. Increase station capabilities through the incorporation of additional human resources (specifically interns and part-time employees).
3. Ensure that HCAM facility properly serves the HCAM membership and the organization's mission.
4. Expand, increase, and promote the use of HCAM production training.
5. Enhance capabilities and usability of all HCAM communication platforms.
6. Ensure HCAM broadcast quality matches that of industry standard.

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