

2024 ANNUAL REPORT





2024 ANNUAL REPORT

ABOUT US	3-5
SUMMARY	6-8
PEG PROGRAMMING	9-11
COMMUNITY ENGAGEMENT	12-16
AWARDS AND RECOGNITION	17
FINANCIAL INFORMATION	18+

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.

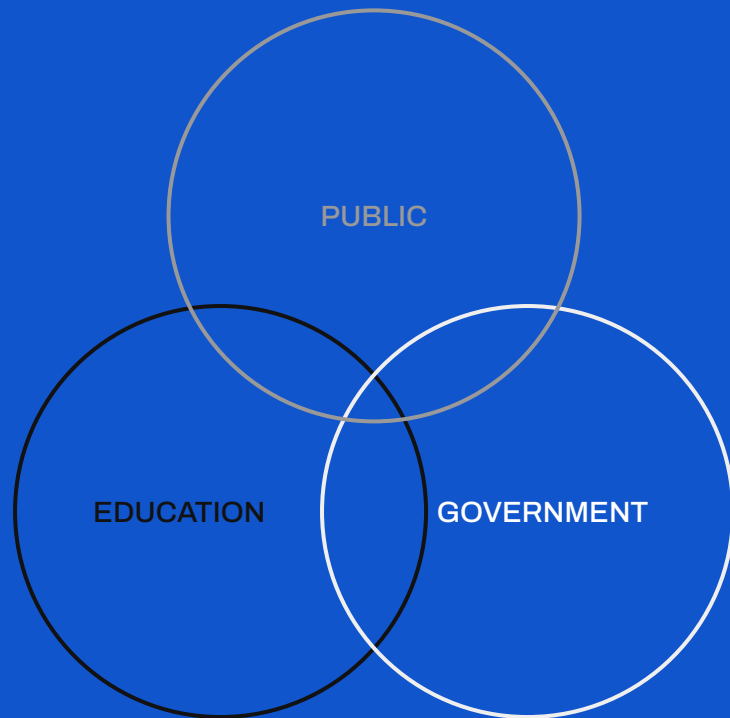
HCAM airs its content on two cable channels provided to the town by Comcast and Verizon. All programming related to the town including Government Meetings and town events can be found on HCAM Channel 9 or Verizon Channel 39. While Comcast Channel 6 and Verizon 38 are combined for our Education and Public 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.





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.



“ *Building Community Through Media* ”



245 S. Franklin St.
Holbrook, MA. 02343



**ZACK
GORMAN**
EXECUTIVE
DIRECTOR



**JENNA
CABRAL**
DIRECTOR OF
OPERATIONS
AND ORIGINAL
CONTENT



**CAROLINE
DUGGAN**
VIDEO PRODUCTION
SPECIALIST



**CALEB
TOBIN**
PRODUCTION
TECHNICIAN

BOARD OF DIRECTORS

Fred White,
President

Lindsay Vayda,
Vice President

Pamela Vayda,
Treasurer/Clerk

Lisa Tobin,
Member

Bill Farrell,
Member

Brian DeStoop,
Alternate Member

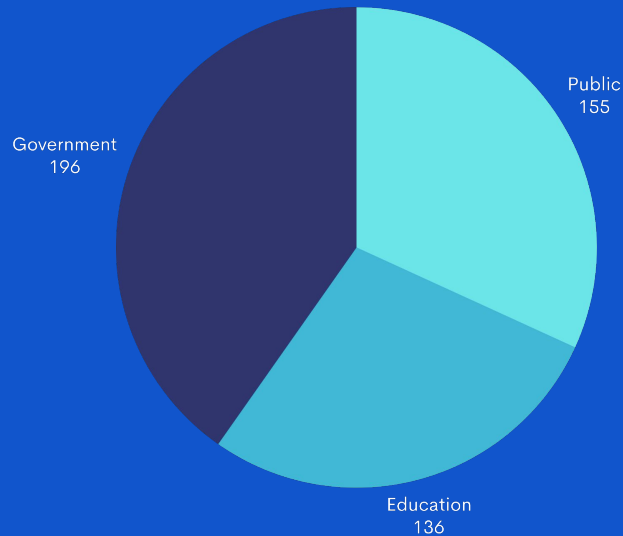
During 2024, Holbrook Community Access and Media (HCAM) continued its efforts to maintain and increase our community coverage and outreach. Our organization focuses heavily on government and education services, which we will continue to improve and expand in 2025. We continued to supply all virtual meeting support to the town hall, including equipment, technical expertise, and staffing. as well as ongoing scheduling and support of virtual meeting attendance. This new normal offers a flexible necessity in modern government meetings, attendance, and coverage. This service provides immense value not only to town officials but also to the residents of Holbrook. HCAM does this as successfully or better than any surrounding communities

Much like in years past, technology continues to change around us. Our organization has worked diligently to keep in step with those changes. HCAM purchased new, upgraded DSLR cameras for our student video production program and additional accessories to teach and produce at a higher quality, investing over \$15,000 in equipment in 2024. These new cameras, with their advanced features and high-resolution capabilities, have significantly enhanced the quality of our student-produced videos. We have also invested in an online inventory and reservation platform called ISAAC. This web-based system houses all of our equipment details, including availability, allowing members, students, and staff to reserve project equipment.

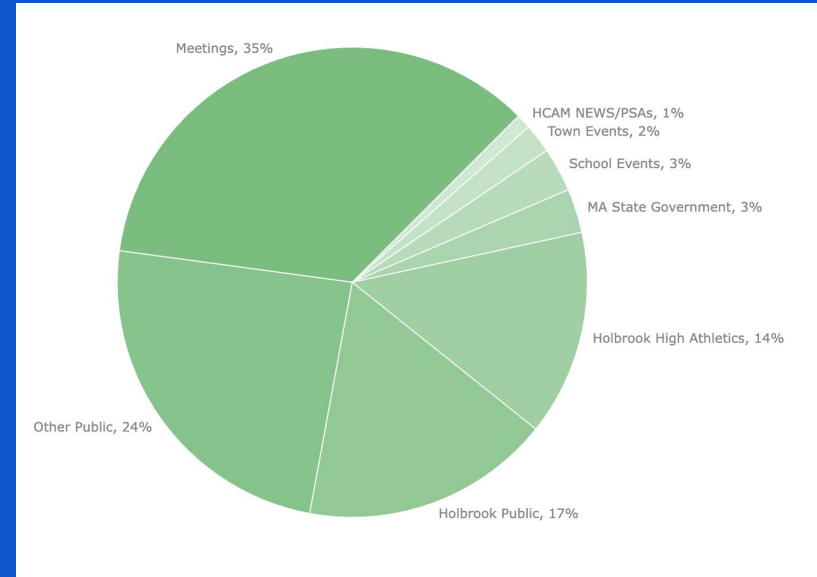
Watching our content (public, education, and government) is easier than ever, with multiple ways of tuning in. One may watch our content using our video-on-demand platform or livestream 24/7 from the Cablecast App available on Apple TV, Firestick, or Roku or on our web-based platform at HCAMtv.org and, of course, on basic cable channels: Comcast 9/39 and Verizon 6/38. We've made it our priority to ensure that our content is accessible to you wherever you are, whenever you want. In addition to our video content, we maintain a digital bulletin board that plays on our channels in between programming. Government notices and community announcements can be submitted to us by mail, email, or in person. We average five new submissions weekly, totaling over 250 new local announcements yearly. In addition to posting these notices on our station, some are shared on our social media to reach a wider audience.

Last, and most importantly, HCAM provides residents with local programming they can't find anywhere else. We successfully produced over 371 events, meetings, and programs all over town, with the active participation and support of our community members. This year, we have served a wider audience by including a youth program and senior center events. We are most proud of our Holbrook Basketball broadcasts, which incorporate a multi-camera production staffed by all students and advised by at least one HCAM employee for every Bulldog and Lady Bulldog home game. For the third straight year, we were awarded Overall Excellence in Public Government and Education Television by the Alliance For Community Media Northeast region. The Northeast is home to the country's highest density of Community Media Centers. Our mission was clear, and we once again accomplished that mission by building community through media, with the invaluable support of our community members.

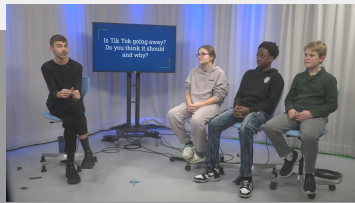
2024 ALLOCATION OF COVERAGE



2024 SCHEDULED PROGRAMMING BREAKDOWN



This 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, set up equipment, cover, edit, produce graphics, maintain the assets, and schedule all of this programming.



Public

2024 Total HCAM : 57 Programs

Talk of the Town	2
Unscripted	2
Holbrook Then and Now	1
Hope In Christ Jesus	12
Board of Health Info Series	3
Senior Happenings	11
Senior U & other COA	11
Holbrook PSAs	4
Fun w/ Phelan Monsters	3
Town Events	8

We've also broadcast **98** other publicly produced programs from other area local cable access stations this year such as Quincy, Plymouth, Danvers, Winchester, etc.

2024 Total Broadcast: 155 Programs

WEEKLY EVENTS

Mondays - 9am-3pm
 Tuesdays - BINGO - 12:30pm
 Wednesdays - Coffee & Conversation - 12:30pm
 Thursdays - Afternoon Social - 12:30pm
 Fridays - 9am-12noon

(781) 767-4617 | 9 Jewel Rd in Holbrook

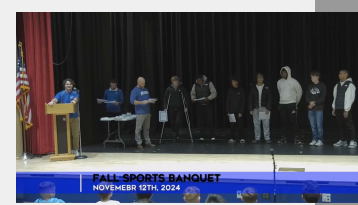
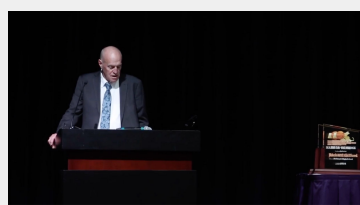




Education

2024 Total: 136 Programs

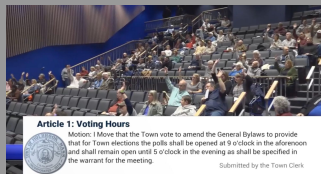
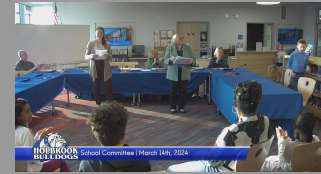
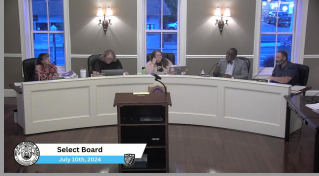
Code Blue News	40
Varsity Football	6
Varsity Boys and Girls Soccer	20
Varsity Volleyball	7
Varsity Boys and Girls Basketball	28
Varsity Baseball	6
Varsity Softball	6
Cross Country	1
Track	1
Other School Events	21



Government

2024 Total: 196 Programs

Board of Selectmen	39
Finance Committee	20
School Committee	14
Conservation Committee	20
Planning Board	15
Board of Health	13
Council on Aging	18
Capital Improvement	6
Election - live results	1
MBTA Planning Committee	8
Town Forest Committee	4
Historical Commission	1
Joint Water Board	6
Diversity & Inclusion	2
Cultural Council	3
Historical Society	1
Open Space Committee	14
Housing Authority	3
Candidate Forum projects	2
Town Meeting	5
Police Chief Search	1



4 yr Coverage Comparison

2024

Public - 155

Education - 136

Government - 196

2023

Public - 127

Education - 131

Government - 169

2022

Public - 112

Education - 122

Government - 160

2021

Public - 132

Education - 149

Government - 160



2024 Education SPONSORSHIP

Diamond Sponsor:



Bronze Sponsors:



In addition to Facebook and Instagram, we publish a monthly digital newsletter to 125 email subscribers. We seek to continue to collect subscribers to grow our outreach to the community.



HCAM Holbrook

814 likes • 943 followers



INTUIT mailchimp

125 Monthly
Newsletter
Subscribers

hcam02343

Follow

Message



141 posts

315 followers

4 following

HCAM

HCAM is the Award-Winning Community Media Center for Holbrook, MA.
We are building community through media!

245 S. Franklin St. Door 9, Holbrook, Massachusetts 02343

[www.hcamtv.org/comedy-night + 2](http://www.hcamtv.org/comedy-night+2)

Discovery

Monthly Post Reach Average

	Post reach	3,527
	Post engagement	407
	New Page likes	1
	New Page Followers	4

Content overview

All

Posts

Stories

Monthly Post Reach Average

Views ①

3.6K

Reach ①

1.1K

Content interactions ①

153

OUR POSTS



HCAM Holbrook

April 6, 2024 · 🌐

Watch Holbrook's Live Election Results tonight on HCAM. Polls close at 8pm and we'll be live shortly after. Comcast 9 / Verizon 39 <https://reflect-holbrook.cablecast.tv/CablecastPublicSite/watch-now?>



HCAM Holbrook

March 19, 2024 · 🌐

Our education program had a big week!

@codebluehms attended the Student Television Network Convention in Long Beach, California. The four day event was full of contests, workshops and networking. ... [See more](#)



HCAM Holbrook

October 5, 2024 · 🌐

A significant portion of our mission is to provide broadcast and video education to the youth in our community. The goal is to provide a pathway toward a career in the industry for those interested. This photo showcases the fruits of that labor. Friday night... [See more](#)



HCAM Holbrook

December 10, 2024 · 🌐

Last night was the Annual Alliance for Community Media Nor'Easter Awards, where we regularly submit our previous year's work for judging by industry peers and professionals. We are happy to announce that we have held 1st place in Overall Excellence in our bu... [See more](#)



YOUTUBE.COM

2023 Overall Excellence Holbrook Community Access and Media

Facebook post details



Katie Goldrick for Holbrook Select Board

December 9, 2024 · 🌐

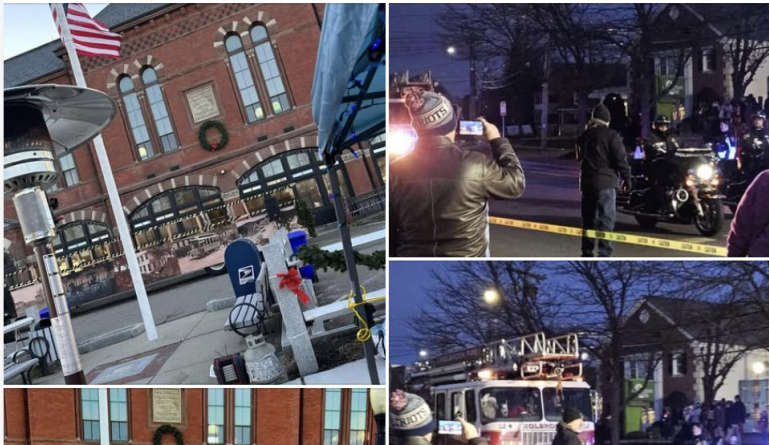


This past Saturday Holbrook celebrated our 46th annual Holbrook Historical Society Festival of Lights and the Holbrook Rotary 3rd Annual Holiday Stroll.

It was a great event, thank you to all who planned and attended!



Special thanks to [HCAM Holbrook](#) [Holbrook Firefighters IAFF Local 1452](#) [The Holbrook Police Department](#) Holbrook DPW staff, Santa Sheehan, and the [Holbrook, Ma Rotary Club](#)



Facebook post details



Barbara Davis is with [Tiffany Sheehan](#) and **4 others**. ...

April 30, 2024 · 🌐



We had an awesome presentation from [Tracy O'Connell Novick](#) from [Massachusetts Association of School Committees](#) tonight on 70 Minutes on Chapter 70. Lots of really, really great questions from the attendees. Here are just a few pictures.

Thank you to Tracy for coming to Holbrook to do the presentation, Rob for getting the tech set up, to [HCAM Holbrook](#) for taping the presentation, and to the custodial-maintenance staff for the set-up and cleanup.



MOST-WATCHED PROGRAMMING OF 2024 ON OUR VIDEO ON DEMAND

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

Video On Demand Views

Total Video Views	15,616
Average View Per	42
# of Videos with views	354

Most Viewed Videos

HRECC - An Introduction	689
Hall of Fame 11/23/23	420
MBTA Planning Board Info Video	414
Selectboard 2/28/24	360
Town Forest Committee 11/14/24	328
2020 Memorial Day Program	306

The screenshot displays the HCAM Video On Demand interface. At the top, there is a search bar with the text "Search by Title" and buttons for "Search" and "Watch". Below the search bar is a "Schedule" section listing upcoming events: "1:00 pm Finance Committee: 2/20/25", "4:00 pm Town Forest Committee: 2/4/25", "5:00 pm School Committee: 2/13/25", and "7:00 pm Live Conservation Commission: 2...". A button labeled "See the entire schedule" is located below the list. The main video player shows a woman sitting at a desk with microphones, with the text "Select Board" and "Board 2/28/24" overlaid. Below the video player, there is a section titled "Most Recent Government Programming" with a dropdown arrow and a "Show All..." link. At the bottom, there is a row of four small video thumbnails, the first of which is labeled "STAND BY FOR LIVE Finance Committee February 28, 2025".

2024 AWARDS AND RECOGNITION



HCAM

Alliance for Community Media Northeast Region “Nor’Easter”

1st place in Overall Excellence (budget under \$300,000)

Alliance for Community Media Northeast Region “Nor’Easter”

2023 Underdogs: Senior Year Series

1st Place in School/Education Program

Alliance for Community Media Northeast Region “Nor’Easter”

Bulldogs Basketball Elite 8 - March 10th, 2023

1st place in Sports Programming

Alliance for Community Media Northeast Region “Nor’Easter”

2023 Holbrook Board of Health Info Series

3rd place in Community Impact



STUDENT-RUN PROGRAMMING (THROUGH HCAM)

Hometown Media National Award

Bulldogs Basketball Elite 8 - March 10th, 2023

1st place in Student Live Competition Sports Coverage

Hometown Media National Award

Code Blue News Season 6, Episode 13, 12//8/23

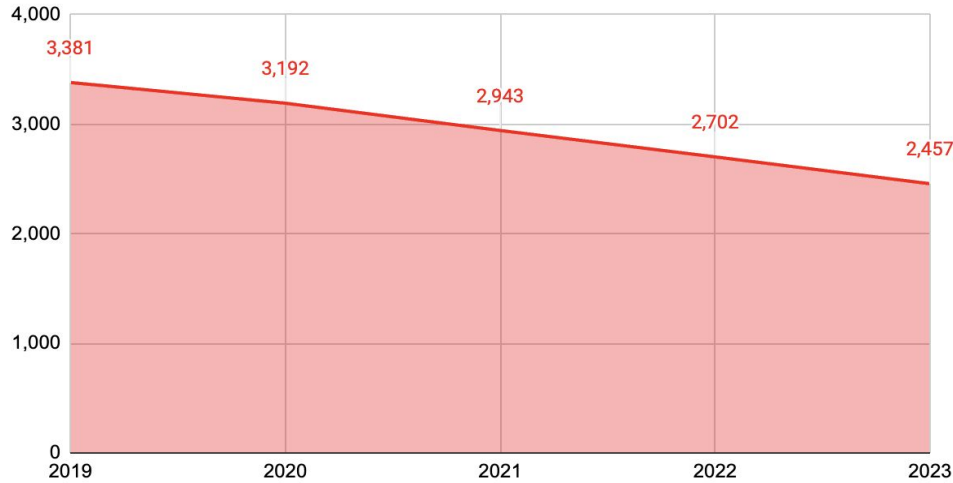
1st place - Best Student News Program

Alliance for Community Media Northeast Region “Nor’Easter”

Code Blue News - December 2023 Magazine

1st place in All Student Programming

Annual Loss of Cable Subscribers

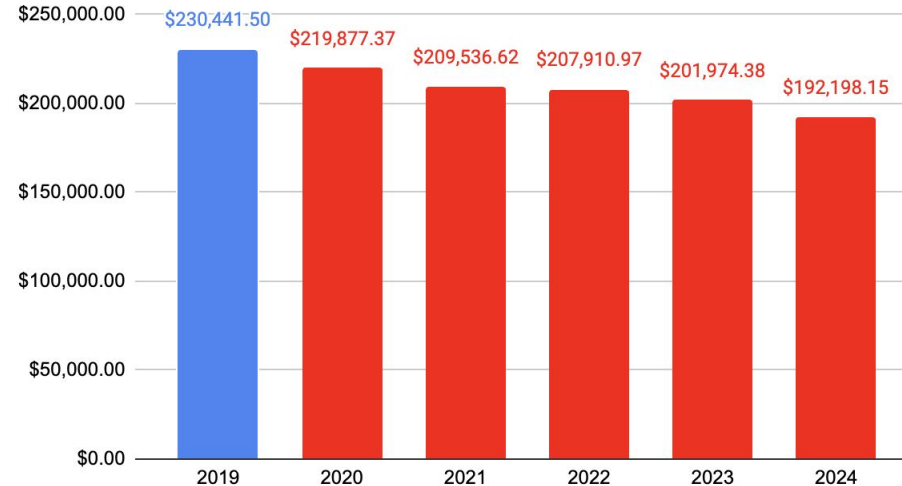


**Lost 1,071
Total subscribers
in last 5 years.**

Cable Trends

**Lost at least* \$38,243.35 in
operational revenue as a result
of decrease in subscribers. *no
metric for cable price increases**

Annual Loss of Cable Income



HOLBROOK COMMUNITY ACCESS AND MEDIA

2025-2027 Organizational goals

1. Build TV set

Our Education program is recognized at a national level, The time has come to invest in making our programming look its very best on camera.

2. Update Website

The last time we updated our website was in 2016, while it has served us well it lacks some modern appeal and simplicity.

3. Broadcast Quality

Ensure HCAM broadcast quality continues to match that of industry standard.

4. Increase Membership

Increase HCAM membership, and organizational recognition through marketing and community outreach.

5. Rebuild Video Production Club

The video production club has seen a decline due to the popularity of in school classes for video production. We have begun to increase our numbers through recruiting and word of mouth.

6. Maintain broadcast server

Our broadcast servers, including playback, livestream and Video On Demand systems are nearing their end of life date. The goal is maintain them until Verizon signs their license renewal in February 2026.

	TOTAL
Income	
504 Other Income	1,500.00
1 - Fundraising	2,772.90
3 - Donations	5,746.18
Total 504 Other Income	10,019.08
505 - Town of Holbrook	272,650.00
Total Income	\$282,669.08
GROSS PROFIT	\$282,669.08
Expenses	
601 Auto Expense	1.25
601-1 Gas	105.39
604- Education/School program	4,856.92
604- 1 STN Convention	15,013.73
Total 604- Education/School program	19,870.65
606 Comcast Cable-Internet & Phone	3,144.14
607 - Community Activities	3,396.10
608-1 Website	332.98
612-1 Accounting Fees	7,174.16
615-2 Rent, Parking, Utilities (school grant)	35,000.00
620 - Insurance	8,549.69
624 Operations	5,517.11
624-1 Postage and Mailing	7.89
624-3 Office Supplies	1,078.25
624-4 Production Supplies	1,441.61
624-6 Fundraising Expenses	74.38
650-4 Parking	10.75
Total 624 Operations	8,129.99

2024 Profit and Loss (unaudited)

	TOTAL
630 Payroll Expenses	
1-Payroll	96,237.90
2-Employee Paid Payroll Taxes	27,447.59
3-Employer Paid Payroll Taxes	12,625.21
4-401k Employee Contributions	27,033.53
5-401k Employer Contribution	5,469.33
Total 630 Payroll Expenses	168,813.56
631 Payroll processing fees	2,003.19
635 Subscriptions	5,645.97
680 - VOD/LIVE stream Reflect	4,000.00
Total 635 Subscriptions	9,645.97
650-1 Meals	736.60
650-2 Conference, Convention, Meeting	59.98
671 Capital expense	25,295.40
690-2 401k admin fees	545.00
Total Expenses	\$292,804.05
NET OPERATING INCOME	\$ -10,134.97
NET INCOME	\$ -10,134.97

THANK YOU