

BOXFORD CABLE ACCESS TELEVISION (BCATv)
501(c)(3) Non- Profit
www.BoxfordCableTv.com

Boxford Cable Access Television Corporation, Inc (BCATv) is a registered 501(c)(3) non-profit public charity, which currently operates 3 local cable television stations accessible by the residents of Boxford:

- Public Access Comcast: Ch 8 Verizon: Ch 45
- Government Access Comcast: Ch 22 Verizon: Ch 39
- Educational Access Comcast: Ch 99 Verizon: Ch 40

Needless to say, this was a year like no other! The shelter in place order came just as the Masconomet Winter Sports season was ending. We immediately closed our studio at 256 Georgetown Rd, and it remains closed as of March 1, 2021.

The first order of business a year ago was to help the Town with remote meeting support. A group of us met at Town Hall with our devices and tested out Zoom, which none of us had heard of. After a couple of hours, we had the general idea of how Zoom worked.

Next task was to be able to live stream these meetings on Comcast Ch 22 and Verizon Ch 39.

Lance Cluster quickly researched and assembled a platform for recording and live streaming remote Zoom meetings. After a few trial runs and adjustments, he built 2 more platforms, so he was able to record 3 meetings at once and live stream one of them as needed.

We had a Topsfield student, Noah Demers, add the same software to his computer, so he could record and livestream the Topsfield Select Board and other Topsfield Zoom meetings. Brad Sweet also has a laptop configured in a similar manner to be used as a fallback. We also purchased our own Zoom license, which we have used on several occasions.

Masconomet Spring 2020 sports were cancelled, but youth soccer was allowed limited play which provided some events for our student videographers to cover. We also had students recording simulated Soccer, Basketball, Ice Hockey and Rocket League games using their Play Stations and X-Box devices while doing play by play voice overs. We called this our SDL (Social Distancing) League. See www.BoxfordCableTv.com for our VOD widget

We also did several Zoom meetings with our local legislators: Reps Len Mirra, Tram Nguyen, and Brad Hill (Topsfield) early in the pandemic to get whatever info they had out to our residents. Once Governor Baker started his COVID-19 Briefings, we began airing them and putting them on our VOD widget.

We got creative by videoing Drive by Birthdays for 10 weeks which were popular and had a ton of VOD views ranging from 23 to 150 with an average of 50 view each. We also recorded a

virtual Memorial Day Remembrance, the Black Lives Matter demonstration, Fourth of July car parade, the Masconomet Drive By parade, the Spofford School Moving on to Masco Ceremony, and the Masco Class of 2020 Graduation at Roberts Field. Musician Erin Harpe provided us with weekly live streams of Delta blues from her living room along with her husband on bass!

Once Summer arrived, so did BAA Men's Softball. Our mostly student crew videoed 90 games making up for the lack of events in April and May! We live streamed at least one per week.

COVID Protocol for high school sports in the fall meant that Football and Volleyball would be moved to March 2021 and attendance by parents at Soccer and Field Hockey games would be limited. To address the attendance issue, we worked out an arrangement with the Masconomet Administration whereby we could have a crew on field so we could livestream all home games.

This arrangement was very well received and continues currently. We livestreamed all home Varsity Hockey games, most home Basketball games, and several Gymnastics and Swimming events. We had upwards of 110 live viewers per event with an average of about 45 viewers.

In summary, this unexpected pandemic provided Boxford Cable Tv with another opportunity to serve the cable subscribers of Boxford in more unique ways.

The Town of Topsfield renewed BCATv's contract to manage the Topsfield Cable Access Media (TCAM) station through June 30, 2021. (We are in the process of submitting a proposal to Topsfield for Fiscal 2022.) BCATv has been providing 24/7 programming as well as live coverage of most Zoom government meetings. All additional costs related to this contract are paid for by Topsfield cable subscribers, plus Topsfield shares approximately half of the cost of BCATv produced Masco events.

Below are statistics on the events that we broadcast to Boxford from 3/1/2020 thru 2/28/2021:

	Public Access	Government	Educational	Total
BCATv Produced	328	273	72	673
Third Party	713	110	0	823
Total	1,041	383	72	1,496

We anticipate that the upcoming months will have restrictions and limitations that we will need to work through, but we are optimistic that we can continue to serve the cable subscribers in Boxford by recording and airing local events of interest to residents of all ages.

Respectfully submitted,

Brad Sweet, General Manager and Controller

Melissa Scheirey, President; Rick Rivers, Secretary; and Doug Dillon, Treasurer - Boxford Cable Access Television Board of Directors