HARBOR MEDIA

CAPTURE. CREATE. SHARE.

2025 Annual Meeting

HarborMedia.org

NorwellSpotlightTV.com

2025 Annual Meeting

Let’s GO!

- Call to Order: Mary Ann Blackmur, president
- Prior Meeting Minutes: Gregg McBride, clerk
- Welcome Members: Michelle Balconi, executive director
- Annual Operations & Budget Review, Michelle Balconi
- New Business, Mary Ann Blackmur
- Adjournment, Mary Ann Blackmur
- Be a Harbor Media Ambassador - spread the word!

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One Organization, Many Business Units

All supporting local viewers!

- Hingham and Norwell PEG TV
- Hingham Production Grant Program 2022-2025
- Client Services
- Harbor Media University
- Anchor Media Fund Fiscal Sponsorship

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Hingham Harbor Media TV

- Comcast 1072 & Verizon 2131 HD Channels
- Live stream, iOS app and video on demand
- Full time education producer, two public and government producers
- Seaside School Stories, Know Your Town, Curbside Bites, LIVE Fourth of July Parade Coverage, New North Church, Hingham Historical Society

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ANNUAL MEETING

2025 METRICS

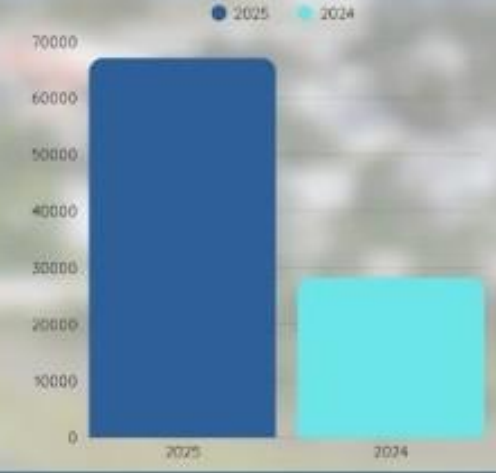
MEASURED 7/1/2024- 6/30/2025

Public
Tamari Ginger Dressing | Mood Food with Melissa
3378 Views on Harbor Media's Video on Demand

Education
The Creation of the Hingham High School Musical
Seaside School Stories
2271 Views on Harbor Media's Video on Demand

Government
It's Time | Hingham Center for Active Living
4195 Views on Harbor Media's Video on Demand

Total Video on Demand Views 2025: 67,033
Total Video on Demand Views 2024: 28,273
The percentage increase is 137.17% from 2024.



SEE YOUR COMMUNITY IN HIGH DEFINITION!

COMCAST 1072

VERIZON 2131

LIVE STREAM AT
WWW.HARBORMEDIA.ORG

HARBOR MEDIA
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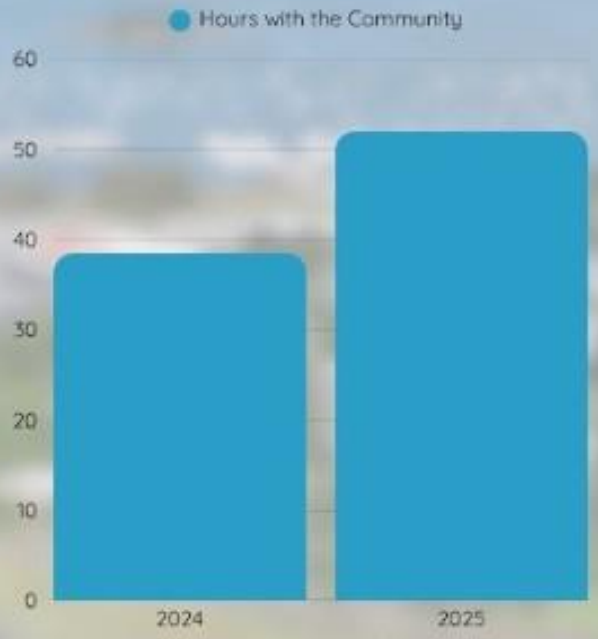
ANNUAL MEETING

2025 METRICS

Hours of Programming Featuring Collaborations with the Community
52 hours, 15 minutes, 56 seconds.

Harbor Media Hours Spent with the Community
2609 hours, 15 minutes, and 0 seconds.



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COMCAST 1072

VERIZON 2131

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HARBOR MEDIA

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ANNUAL MEETING

2025 METRICS

Public Hours
76 Hours, 51 Minutes, and 11 Seconds

Education Hours
57 Hours, 14 Minutes, and 55 Seconds

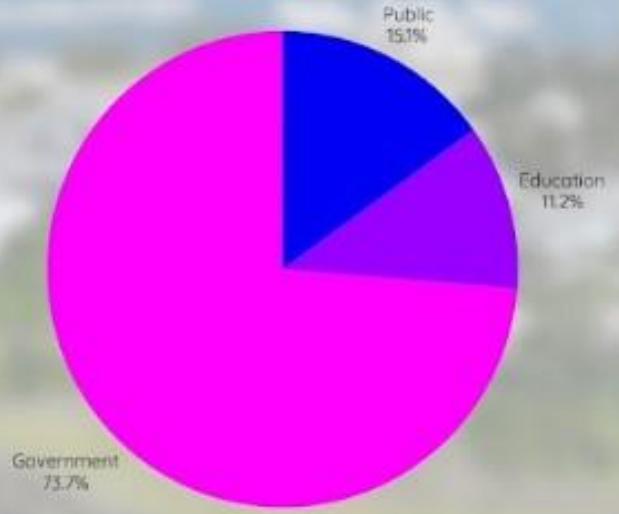
Government Hours
375 Hours, 42 Minutes, and 34 Seconds

SEE YOUR COMMUNITY IN HIGH DEFINITION!

COMCAST 1072

VERIZON 2131

Total Programming Hours:
The percentage increase is 2% from 2024.
509 hours. 48 minutes. 40 seconds



LIVE STREAM AT
WWW.HARBORMEDIA.ORG

HARBOR MEDIA
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Norwell Spotlight TV

- Comcast 1072 & Verizon 2139 HD Channels
- Live stream, iOS app and video on demand and NEW TOWN HALL SET UP!
- Two public, education and government producers & PT gov operator
- NPL features, NSRWA, Know Your Town, Give Me the Good News, Norwell Historical Society Parish Cemetery Comes Alive, UCC Services

NSTV ANNUAL MEETING

NORWELL SPOTLIGHT TV

2025 METRICS

MEASURED 7/1/2024- 6/30/2025

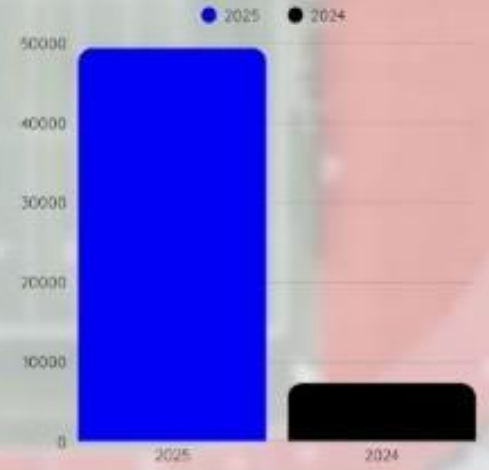
Public & Education Hours

Pop-Up Markets on Norwell Town Common
Give Me the Good News Norwell
2211 Views on NSTV's Video on Demand

Total Video on Demand Views 2025: 49,414
Total Video on Demand Views 2024: 7,335
The percentage increase is 573.66% from 2024.

Government Hours

Town of Norwell Override Outreach Meeting: 4/8/2025
811 Views on NSTV's Video on Demand



WE ARE HERE TO SHARE YOUR STORY!

COMCAST 1072 **VERIZON 2139**

STREAM LIVE AT
WWW.NORWELLSPOTLIGHTTV.COM

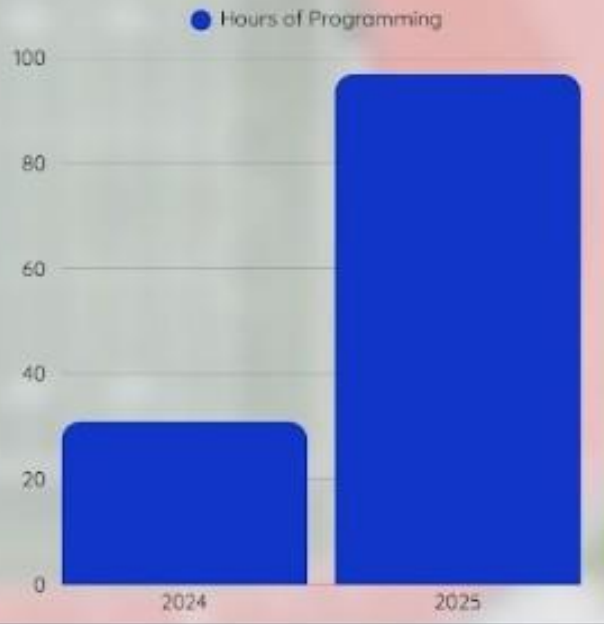
NSTV
NORWELL SPOTLIGHT TV

ANNUAL MEETING

2025 METRICS

Hours of Programming Featuring Collaborations with the Community
97 hours. 39 minutes. 09 seconds.

NSTV Hours Spent with the Community
475 hours, 45 minutes, and seconds.



WE ARE HERE TO SHARE YOUR STORY!

COMCAST 1072 VERIZON 2139

STREAM LIVE AT
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NSTV
NORWELL SPOTLIGHT TV

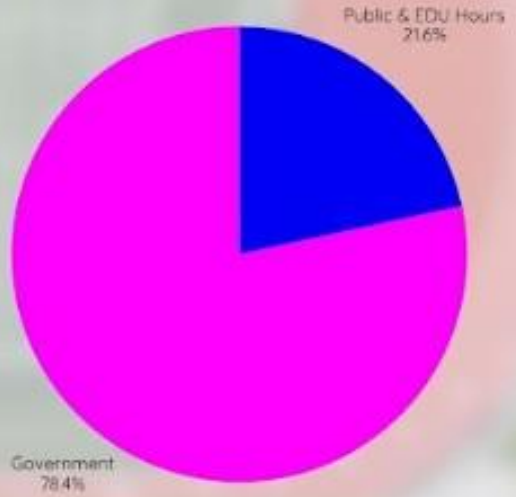
ANNUAL MEETING

2025 METRICS

Public & Education Hours
122 Hours, 35 Minutes, and 40 Seconds

Total Programming Hours:
The percentage increase is 12.5% from 2024.
567 hours. 16 minutes. 49 seconds.

Government Hours
444 Hours, 41 Minutes, and 09 Seconds



WE ARE HERE TO SHARE YOUR STORY!

COMCAST 1072 VERIZON 2139

STREAM LIVE AT
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Harbor Media Production Grant

- Amendment to the Hingham 2022 service agreement, reduce Hingham cable reserves by 50%
- $200,000 towards independent production in three years; 34 total videos
- Final cycle ends July 2026
- HM Board and Independent Grant Committee: Angie Woodin, Maura Farden

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Client Services - Work for Hire

- $10,000 annual average over the past five years; $9,000 Q1 FY 26
- Studio rentals, drone services, audio/video production, podcasting, nonprofit fundraising
- Clients: NSRWA,South Shore Conservatory, Hingham Historical Society, Watts Water Commercial, SS Ballet
- Current: SoloStove Summit 24 Drone, Merge Consulting Speaker's Reel, TCT/Late Night Catechism Social Media Reels, Virginia Tay Memorial: Andrew Weissmann Keynote

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Harbor Media University

- Classes taught by pros, skills you can use, leverage studio space and showcase services
- Improv Asylum, Green Screen for kiddos with weatherman Michael Page, local pros with network and documentary experience
- SOLD OUT: Video promotion for nonprofits & small businesses! (sweet spot)
- Stay tuned for drone certification classes, onscreen journalism and a South Shore Stuff Promo

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Hingham Anchor Media Fund

- Hingham Community Access & Media DBA Harbor Media is a 501c3
- HM has entered into a fiscal sponsorship agreement with Anchor Media
- HM accepts tax-deductible donations; Anchor Media applies for those funds for specific, mission-aligned hyperlocal reporting
- HM retains 5% of the donations for administrative and oversight, agreement mirrors Tiny News national 501c3, approved by HM legal and CPAs

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Cable Funding & Augmenting Revenue

Our way forward

- Hingham Cable Funding
- Norwell Cable Funding
- Non-Cable Revenue
- Donations & Underwriting
- Strategic Planning

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Funding & Budgeting

- Cable subscriptions decreased more than 20% for both towns in the past five years
- Hingham operating cable funding reduced nearly 10% in five years, budget from $536K to $485K
- Hingham budget benefits from shared facilities with Norwell (65/35%) and relies on HM reserve fund; non-cable revenue helps both budgets
- Norwell operating cable funding drops less significant, town retains a healthy reserve fund, keeps team level funded at $270,000/year despite decreased annual

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Funding & Budgeting

- Non-cable revenue may increase but will not save community media; pending MA streaming legislation
- Donations and sponsorships make an impact: AW Perry, Cheever Tavern, Cordwainer, Hingham Institution for Savings
- Fiscal sponsorship elevates HM's visibility and sponsorship efforts, 5% administrative fee combined with interest bearing accounts and CDs are impactful
- Current external review with Julie Thompson (former ED of PACTV) and strategic planning process underscore mission focus to both towns and reveals the path forward

Support Harbor Media & Norwell Spotlight TV

How to keep our crew winning for Hingham and Norwell!

- Get involved and evangelize PEG TV, be our ambassadors!
- Chat about us - tell two friends and they'll tell two friends!
- Hire us for audio/video/drone, rent our studio and recommend others do too!
- Consider donating, underwriting - local programming is more important than ever!

Thank you!

Please reach out with any questions or suggestions.

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Thank you!

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Be a Harbor Media Ambassador and Join Us on Social Media!

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@Harbor_Media_

@Harbor_Media_

HARBOR MEDIA

Join Us on Social Media!

Be an NSTV ambassador! If you're on any social media platform, we encourage you to follow us and help spread the word about NSTV and the hyperlocal stories from the Norwell community.

You can find us on Facebook, Instagram, and X!

Please follow, like and share, NSTV, we appreciate your support!