

Welcome Community Groups!

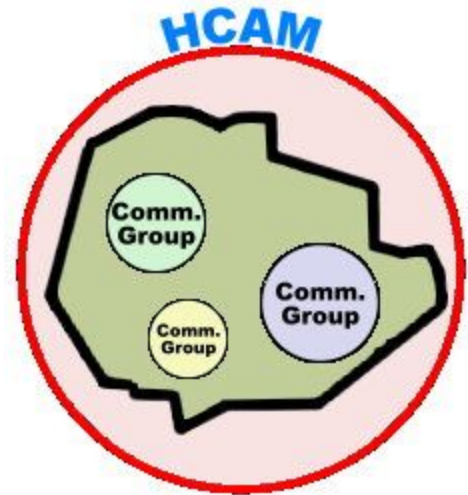


Thank you for the work you do for Hopkinton! We love what you do, and we want to help broaden your connection to our community. **So what can HCAM for you?**

Every **Community Group** has a unique mission, and **HCAM-TV** can help you share that mission with the community. Our passion happens to be bringing information to Hopkinton residents to inform, educate, and entertain them. **Every day.**

Within Hopkinton, you have **dedicated fans and followers**: people who align with your mission so closely that they are always well informed of your activities. And there are others who **may be interested** in your events, but simply are **not aware** of them.

The sphere of influence we target is **every person** in Hopkinton, and our goal is simply to **connect everyone** to information.



ON THE AIR



We have many methods for informing Hopkinton:

HCAM-TV and **HCAM-ED**, our television stations. We are in 5,300+ Hopkinton households, and in several other towns on Verizon as well (Holliston, Milford, Ashland, Franklin).

Our Facebook page, facebook.com/hcam.tv, has **2,260+** likes

Our Twitter account, twitter.com/hcamtv, has **1020+** followers

Our YouTube channel youtube.com/hcamtv has **525,000+** views, **800+** subscribers

Our photo sharing website, ScenelInHopkinton.org, currently hosts over **47,000+** photos from all aspects of life in Hopkinton

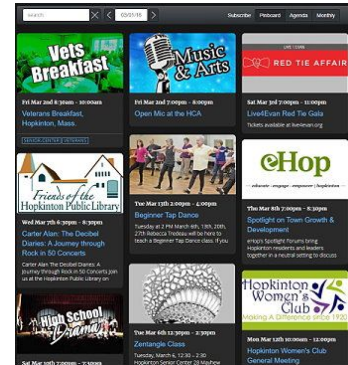
Okay, enough credibility-building, **what can HCAM do for you?** We welcome all information from your group; event flyers, meeting agendas, forum announcements, etc. These go on our **HCAM-TV Community Bulletin Board**, and **online**.



But there's more! We offer **Community Group Memberships**. For **\$50** per year, you get the full potential of your television station powering your communications. There is a lot, so let's dive in:

Community Calendar Access

In partnership with the *Community Communications Committee*, HCAM is powering a **Community Calendar**, designed to be **easy**, **useful**, and **attractive**. All information is welcome there, and as a **Community Groups Member**, your posts can have **graphics** to really make your message pop (posted by either you or our staff). You can even embed the **mini-calendar** on **your website** (like on the homepage of hcam.tv), giving your visitors timely info, just like us!



Community Messaging

This takes our **Community Bulletin Board** to the next level. First, we give your message the star treatment, adding color, fonts, graphics and photos, really making your content stand out. Then we put it on a schedule to pass through our multimedia empire sequentially (Community Bulletin Board, Digital Screens, Calendar, Facebook, newsfeed, Twitter). This will give our viewers several exposures to your content.



Digital Screen Promotion

We have a few **digital screens** in the community (Town Hall, Library, Bill's Pizza) and we are dedicating a fair amount of space there to promoting our Community Group Members. This is a place to have general information about what you do and how to contact you, raising your visibility.



Local Links Webpage

The page hcam.tv/locallinks hosts a listing of community groups, and for our members we offer to produce a short introductory video embedded with the text description, to give a face to who you are.



Meeting Space

Looking to host a community meeting, forum, or event? Consider our **Studio A**. We have 800 square feet and a capacity of 75 people (Need more? We have overflow in **Studio B**). And if you wish a quieter setting without all the TV cameras and lights of a full blown television production, we can handle that too.

We can use robotic cameras for a **less-intrusive presence**, or even not record the event if you so desire. We have installed new house lighting for a **softer ambiance**. We've added to our decor to make it more friendly, and will be seeking relationships with local vendors for **light refreshments** for your event.

Once you are here, the level of the event is up to you. We can do a **full show** or stage a **simple space, record** the event, send it out live, have viewer **email/call-ins**, or even format it as a **webinar** on our website.



LIVE Stream Graphic

As part of our **online channels** (HCAM-TV and ED) we have space for sponsorships, and have dedicated one of those spots on a rotating basis for our Community Group Members.

NPO Productions

As a member of HCAM, you have

the opportunity to have us **produce videos** for you. You're thinking we do that already, I know, but everything we produce **airs on HCAM-TV** (we are a TV station, after all). With **NPO Productions** you can have us record **training sessions, knowledge transfers** from retiring members, and **other programs** that do not air on our channel. This is a resource for your organization, and comes at minimal cost.



Sound good? What's the next step?

Now it's time to **Connect to HCAM**. Does your organization have a person to do **publicity and community awareness**? Great, we can give them access to our empire so that they can post **photos, press releases, stories, and calendar events**. If your group doesn't have a dedicated person in this role, you can provide us anything you wish and **our staff will get it posted** for you.

Sign up at hcam.tv/communitygroups. Or **call** or **email me** any questions.

Oh, and... ***Welcome to HCAM-TV!***

A handwritten signature in blue ink that reads "Jim Cozzens".

Jim Cozzens
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