



HOLLISTON (MA) CABLE TV
CELEBRATES 25TH ANNIVERSARY

HOLLISTON, MA. Feb. 11 – Holliston Cable Access TV (HCAT) announced plans to celebrate its 25th anniversary by creating heightened awareness of its professional television studio and to attract volunteers who want to produce television shows, according to President Jenny McGee.

She said, “Our primary goal during this banner year will be to stage events and create opportunities for town residents and non-profit organizations, so they can take advantage of the full capabilities of the television studio.” McGee touted the station’s “experienced and professional staff,” led by Dennis Bergeron, HCAT program manager, who provides quality instruction and assistance so volunteers can produce their own TV program of interest to Holliston residents.

“We’ll professionally train them to use the equipment,” she indicated. “We just want to make the 25th anniversary an invigorating year that brings new talent and innovative ideas for presenting exciting new programs to viewers on a regular basis.”

The 25th anniversary marketing committee is spearheaded by Linda Ramrath and Walter McGrath, co-chairs, along with Bergeron and McGee. “Our hope is that 2010 will provide an opportunity for orchestrating various efforts to increase awareness, attract new volunteers and add a series of new shows to the mix,” indicated Ramrath.

In recent years, several activities have spiked an awareness of HCAT. These involved a 20th anniversary celebration, honoring all town volunteers; tours of the studio; publishing a newsletter to the town; conducting adult education classes; providing DVD copies of HCAT programs; and sponsoring a booth during *Celebrate Holliston*. On one occasion HCAT filled an urgent need for the town’s Pop Warner program by conducting a 3-hour live telethon that raised more than half of the \$70,000 needed to send its youth football teams to Orlando.

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p.2/25th Anniversary -- The station also has provided infomercials, free promotional messages for non-profit organizations, and maintains a frequently-updated studio website and community bulletin board televised on both Comcast and Verizon channels.

As testimony to the importance of the cable station, Maureen Korson, who heads Holliston's recreation department, said, "HCAT has always graciously and promptly posted information about our many programs on the TV bulletin board and it's been an efficient way to get them publicized to the community."

McGrath felt that "For a town of about 14,000, we think the programming content is fairly robust, with a nice blend of sports, civic activities, town news and high school activities." "But," he added, "there are numerous other non-profit organizations and residents with interests we would like to enlist to add to our programming slate."

Bergeron mentioned, "The current regularly scheduled lineup, seen on Comcast and Verizon, includes live local government programming, such as School Committee Meetings, Selectmen's meetings, and, when feasible, Finance Committee meetings, Town Meetings, and other Town Government programs.

HCAT's independent programming includes Morning Weather, produced each school day by the Miller Elementary School; "Time to Paint," hosted by Lavonne Suwalski; "Just Thinking," by Mary Greendale; "The Magic of Montessori," presented by Pamela Pinter Parsons; Linda Ramrath's "A Quilter's Touch"; "Holliston Happenings," with Jenny McGee and Marty Perlman; "Talk of the Town," with Sam Tyler and Barbara Gardner; "SportView" by Jay Wyman and Tom Emmons, complemented by several high school-generated shows, such as "Panther Tracks" and "Generation Express."

Holliston Cable Access, Inc. is a non-profit [501 (c) 3] volunteer organization, serving the Holliston MA community by providing equipment and training to residents wanting to produce local television programming. The corporation is managed by a volunteer Board of Directors including: Jenny McGee, President, Phil Rubin, Vice President, Doug Hart, treasurer, Linda Ramrath, clerk, Bill Riley, Barry Sims and Walter McGrath. For more information or to schedule a tour call 508-429-8979; or email office@hcattv.org; or visit the website at <http://www.hcattv.org>.