

FOR IMMEDIATE RELEASE

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Whitman-Hanson Community Access Television (WHCA) Launches New YouTube Channels to Better Serve Whitman & Hanson Audiences

Whitman-Hanson Community Access Television (WHCA) is excited to announce the launch of three new dedicated YouTube channels as part of a strategic effort to better serve the diverse communities of Whitman and Hanson. This change, which took effect on January 1, 2025, aligns WHCA's online video content distribution with its four cable television channels: Public Access, Educational Access, Government Access - Whitman, and Government Access - Hanson.

The move comes as part of WHCA's commitment to ensuring all types of programming receive equal visibility, creating a better viewer experience and making it easier for residents to find the content most relevant to them. The decision to expand to dedicated YouTube channels was also influenced by a growing demand for access to municipal meeting recordings, as both Whitman and Hanson now require their town boards and committees to record and submit meetings for broadcast and online archival purposes.

"Over time, the volume of government meeting content has grown significantly, which began to overshadow other programming on our original YouTube channel," said Eric Dresser, WHCA's Executive Director. "This change ensures that government, educational, and community content each have a clear platform to reach their intended audiences without competing for visibility."

The new YouTube channels are organized as follows:

- [**Whitman Government Access**](#): Featuring town meetings, public hearings, and committee sessions specific to Whitman.
- [**Hanson Government Access**](#): Featuring town meetings, public hearings, and committee sessions specific to Hanson.
- [**Educational Access**](#): Highlighting school committee meetings, student productions, and educational workshops.
- [**Public Access \(WHCA's Original Channel\)**](#): Showcasing WHCA's original programming, community events, and public interest content.

This expansion reflects WHCA's mission to provide transparent, accessible, and engaging programming for the residents of Whitman and Hanson. Each channel allows viewers to easily

find and subscribe to the specific content they care about, whether that's following their local government, exploring educational programming, or enjoying community events.

For more information, and to explore the new channels, visit [WHCA.tv](https://www.whca.tv).

The Short Version (to perhaps be read at the preamble of municipal meetings)

"Whitman-Hanson Community Access Television (WHCA) has launched three new YouTube channels to better serve Whitman and Hanson residents. These channels provide dedicated spaces for Government, Educational, and Public content, making it easier to find and follow the programming that matters most. Visit [WHCA.tv](https://www.whca.tv) for more info and to explore this exciting update!"