

parents to keep them out of the “system”. She is also working with Pat Bell on financial management with a few individuals.

Marilyn – newsletter, Michelle is a huge help and very busy with 4-H.

8. **WHTL Programming:**

9. **133 Contracts July 1, 2012 – June 30, 2013:**

Trempealeau County pays state for county’s share of Educators pay and benefits. Mike Nelson questioned “reconciliation”, Cyndy explained that credits county for lack of permanent Educators.

Olin Fimreite made a motion to pay UW \$14,814.00, Jay Low seconded. Motion carried

10. **Update on open positions:**

October 3rd is interviews for the Ag position and there are four candidates interviewing. The 4-H position probably won’t be filled until 2013.

11. **Resolution for Solid Waste:**

Resolution signed by committee members present. **See attached**

12. **2012 Budget Information:**

13. **2013 Budget Update:**

14. **Museum Committee Report:**

Moved up to #6

15. **First Month Evaluation:**

Trempealeau County Community Television (TCCTV) Coordinator, John Kelly reviewed his first month of employment. He reported that things are going well with new volunteers coming forward to host new shows. He is busy getting acquainted with community and county leaders. He is filled with enthusiasm for TCCTV.

16. **Current on-goings of Station:**

John reported the possibility of a new county musical show with Ben Stillwater, Osseo, as host and new Trempealeau County Veterans show with Ann Nelson. He is also working on the possibility of a Native American Show, if a host can be obtained.

John reported the balance in the non-lapsing account was about \$44,000.00. These funds come from donations and about \$25,000.00 per year comes from Tri-County Communication Cooperative (TCC). Olin Fimreite reported that he had talked to TCC's, Mike Lightfoot and he said that TCC had no restrictions on the expenditure of these funds. The general feeling of the committee was that these funds should be spent on equipment and improving programming of TCCTV. John indicated that the TCCTV Studio will need new studio cameras costing about \$2,000.00 each in the next 18 months. He also indicated that in 2-3 years high definition programming may be introduced requiring new equipment in the studio.

17. Fall Programming Schedule:

Along with the programming mention under #16, John reported he is checking with the state wide Public Education and Government (PEG) Channel organization investigating the possibility of utilizing some of their sportsman, culinary, and children shows on TCCTV. The cost of these shows are only about .60 per show.

John also is interested in creating a show involving high school students that would appeal to younger viewers. Dave Suchla suggested a show where all seven high school Superintendents would be interviewed to discuss the activities and things going on in their schools.

John is also developing plans for streaming County Board Meeting and certain county board committee meetings so they can be seen on computer screens. John plans to meet with TCC management regarding their policy on other program streaming.

18. Holiday Auction Fundraiser:

John, who has had experience with auction fundraisers at a previous job, said he would like to organize one this fall. TCCTV had their first auction last fall that raised about \$3,000.00. John indicated that it requires a lot of volunteers and lots of organization and time. Supervisor Suchla said fall is a busy time for many people and suggested having the auction in February, which is somewhat dormant and not much going on.

19. Political Programming Policy:

John Kelly passed out the following rules:

Operating Rules Governing Public Access Channels

- a) The public access channel shall be available for access cablecasting to any person, group, organization or other entity residing in or normally serving the TCC Franchise area, on a first-come, nondiscriminatory basis upon filing of an appropriate request and consistent with the availability of public access channel at the time for the duration requested.
- b) Advertising material designed to promote the sale of commercial products or services (including advertising by or on behalf of candidates for public office) is prohibited in connection with any access cablecasting over the public access channel.

A long and active discussion regarding a political programming policy was discussed. TCCTV has had an open freedom of speech policy. The discussion on the TCCTV programming ranged from an open policy, charging up to \$100.00 per political show to no political shows. There were also various options discussed. The line is blurred between informational and political programming. John will continue to

work on a political programming policy and will obtain assistance from Corporation Council Rian Radke. The committee's goal for TCCTV is to have a simple to fair political programming policy.

20. **Underwriters/Policy:**

John passed out the current policy. He said he will be revising the policy with the help of Corporation Council, Rian Radke. John feels that with a new policy additional underwriter funds will be obtained for TCCTV. He is proposing a Gold, Silver & Platinum membership with the lowest being \$300.00.

21. **Student Work Study Program-Proposal:**

John is proposing a work study program for upper level high school students. It would be open to six-ten students and it would be a 12 week program.

The goals of the program are: the students would learn basic studio skills, including: camera work, studio lighting, shot composition, interview technique, research skills, script writing, control room operations such as technical directing and audio, and media editing skills. The goal of the workshop would be to have the students producing their own local news program within mid-term of the program. This would include them gathering and writing stories, shooting and editing video for broadcast, producing a live news cast, and anchoring the stories live to tape.

John plans to work with Mike Beighley, Whitehall School Superintendent to initiate the program.

Jay Low made a motion, seconded by Olin Fimreite to proceed with the student work study program. Motion carried

22. **Website Design Pay Pal Account:**

John said this system will save time and increase efficiency. He will review this at the next meeting.

23. **Grants:**

John said the grants are difficult to find, but he will continue to look for grant possibilities.

24. **2013 Budget:**

25. **Next meeting date** was set for October 17, 2012 at 9:00 a.m., in the Trempealeau County Government Center.

26. **MOTION: Adjourn meeting at 11:55 a.m.**
(A. Engeliem / O. Fimreite : **PASSED**).

Steve Okonek and Olin Fimreite, Acting Secretaries
Agriculture and Extension Education Committee