

John reported on new shows "Trempealeau County, Gives Back," and "Farmer's Corner" with Steve, Ag Agent. Possible underwriter, Pioneer Seed. New music show with Ben Stillwater, a musician from Eau Claire. Several regular shows are recording new episodes.

Discussion on recruiting volunteers. Sally suggested doing outreach to all High Schools for career day or go through the guidance office. Also suggested exploring the possibility of using low-risk inmates, Rian said to decide if it's viable then take to LE/EM committee.

11. **Holiday Auction Fundraiser:**

John said he's working on a plan, February is target time. He said he plans to create a more organized auction with more pre-auction awareness. **Sally motioned to create auction committee.**

Rian advised to put committee appointments on next month's agenda. Discussion on how many to appoint, it was decided to have about six people. Will bring names of people willing to help. John said phones are installed already, five lines. Discussion on how to accept payments after auction.

12. **TCC-TV Policy:**

Underwriter Policy: Rian was present because he has helped draft/review policy. Discussion about acknowledgement of donations of more the \$300.00 during county board meeting. Rian said there may be relation to law requiring county board has to approve accepting donations. Discussion on non-lapsing account. Rian said the policy is "a work in progress."

Studio usage release: John said he found a copy of a studio usage release form. Discussion a creating a "the view expressed not those of TCCTV....." disclaimer that runs at least hourly.

13. **Contract Work:**

TCC has used different studios to do commercials, but a recent taping for a studio show created a chance to have TCC do all their commercials with TCCTV for a fee. Will also refer other advertisers to do the production work of their commercials for a fee.

14. **Content Streaming:**

John said the idea of streaming committee meetings is a problem because committee meetings are not regular or predictable. Discussion on pros/cons of live streaming vs. downloadable files of meetings. John also stated legal reasons and computer safety liability.

Election night coverage: a motion was made by M. Nelson, seconded by A. Engeliem, due to lack of local interest and policy, no election night coverage will be offered by TCCTV for general election in November 2012.

15. **Next meeting date** was set for November 20th at 9:00 a.m., in the Trempealeau County Government Center.

16. **MOTION: Adjourn meeting at 12:05 p.m.**
(M. Nelson / O. Fimreite : PASSED).

Sally Miller, Secretary
Agriculture and Extension Education Committee