



136 North Monroe Street  
Waterloo, WI 53594  
Phone: (920) 478-3025  
Fax: (920) 478-2021  
[www.waterloowi.us](http://www.waterloowi.us)

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## AGENDA for March 9th CATV Board Meeting

### Remote Meeting Information

Join Zoom Meeting: <https://us02web.zoom.us/j/84869457297?pwd=K3FpLzhGQ3VmbTFndklBemdDTFJhdz09>  
Meeting ID: 848 6945 7297      Passcode: 778739  
Dial by phone    +1 312 626 6799 US (Chicago)

1. Call to Order and Roll Call.

2. Approval of Previously Unapproved Meeting Minutes from September 8, 2021 regular meeting and interview meetings from October 13, 20 and 26, November 10th 2021 and February 9th, 2022. All minutes except February 9th still unavailable.

3. Citizen Input.

4. Director's report.

Footage of snow shoeing event has been made available for the Discover team. Recovered hard drive should be available soon. Price for data recovery was reduced because less data was recovered than expected. The station is still in the process of purchasing new equipment as some products are not readily available.

5. New Business.

A- Annual Performance Reviews

[NOTE: The Cable Television Regulatory Board may meet in closed session per Wis. Stat. 19.85(1)(c) "considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercise responsibility. Upon concluding a closed session, the Board will reconvene in open session.]

B. Using YouTube as an Income Source (LaRon)

C. Updating the WLOO CATV Scholarship Application (suggested language updates for clarity highlighted in yellow, paragraphs 2 and 4).

6. Unfinished Business

A- Employee Handbook

7. Future Agenda Items and Announcements.

A- WLOO CATV Applications due April 15<sup>th</sup>, WHS Guidance office must be notified by May 15<sup>th</sup>.

Next Meeting, April 13, 2022 at 6:00 pm.

8. Adjournment Motion:

LaRon Davis WLOO Station Manager

**CITY OF WATERLOO**  
**EMPLOYEE PERFORMANCE EVALUATION**

<b>Employee Name:</b>			<b>Evaluation Period:</b>		
<b>Position:</b>			<b>Department:</b>		
<b>Hire Date:</b>			<b>Current Position Date:</b>		
<b>Purpose of Evaluation:</b>	<b>First Progress</b>	<b>Second Progress</b>	<b>Annual</b>	<b>Merit</b>	<b>Other: _____</b>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**INITIAL QUESTIONS**

1. Do you feel that you have met all expectations and responsibilities of your position?
  
2. Are there any aspects of your job you find exceptionally challenging?
  
3. How would you characterize the quantity and quality of your work?
  
4. Are there any issues in our department that I should be aware of?
  
5. How would you describe your relationship with your co-workers and other city employees?
  
6. What can the City of Waterloo do better to aid in your achievement of goals?
  
7. Is there anything else you would like to discuss?

REVIEW OF PRIOR YEAR'S PERFORMANCE GOALS	
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GOAL #1	
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Goal Description:	
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Target Date:	Measurement Criteria:
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GOAL #2	
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Goal Description:	
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Target Date:	Measurement Criteria:
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GOAL #3	
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Goal Description:	
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Target Date:	Measurement Criteria:
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### FIELD EXPERTISE AND IMPROVEMENT

Other than regular work experience, what have you done to further your expertise in your field?

In the future, what opportunities to improve expertise would you like to take advantage of that you were unable to this last year? (Tradeshows, direct education, current equipment training, etc.)

**ACCOUNTABILITY, INTEGRITY, AVAILABILITY (PROFESSIONALISM/JOB DUTIES)**

- *Accepts accountability for their own actions, takes responsibility for the results of decisions made.*
- *Acknowledges mistakes and takes corrective measures when appropriate.*
- *Operates outside of self-interests, acts ethically by keeping their word, maintaining confidentiality, and honoring commitments.*
- *Reliably reports to work when needed or scheduled and is willing to assist others in the department as needed.*

Performance Ratings	1	2	3	4	5
	Unsatisfactory	Needs Improvement	Meets Expectations	Exceeds Expectations	Outstanding
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments/Examples:

**JUDGMENT AND PROBLEM SOLVING (PERSONAL DEVELOPMENT)**

- *Demonstrates ability to adjust to changing job requirements and work volumes.*
- *Effectively and efficiently makes use of time and resources.*
- *Utilizes technology appropriate to the position and is willing to implement new technology to enhance efficiency.*
- *Anticipates potential issues or problems and is proactive in suggesting or implementing solutions.*
- *Displays a willingness to initiate and complete projects with minimal supervision when appropriate.*

Performance Ratings	1	2	3	4	5
	Unsatisfactory	Needs Improvement	Meets Expectations	Exceeds Expectations	Outstanding
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments/Examples:

**PRODUCTIVITY AND QUALITY OF WORK (ACCOMPLISHMENT)**

- *Understands the processes and procedures required for the position and uses this knowledge to efficiently complete work.*
- *Regularly produces the expected volume of work, makes good use of time and resources.*
- *Demonstrates a high degree of accuracy and thoroughness in work.*
- *Meets deadlines while maintaining an appropriate balance between quantity and quality of work.*
- *Strives to meet changing City and customer needs.*

	1	2	3	4	5
<b>Performance Ratings</b>	Unsatisfactory	Needs Improvement	Meets Expectations	Exceeds Expectations	Outstanding
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Comments/Examples:**

**ADHERENCE TO POLICY AND SAFETY RULES (SAFETY)**

- *Understands and complies with regulatory components of the position (laws, ordinances, regulations, statutes).*
- *Complies with policies set forth in the employee handbook and policies specific to this department.*
- *Performs duties using preventative safety precautions and exercises care when using City equipment.*
- *Informs management of hazards or unsafe conditions.*
- *Reports any work-related accidents or injuries in a timely manner and takes appropriate precautions to prevent future instances.*

	1	2	3	4	5
<b>Performance Ratings</b>	Unsatisfactory	Needs Improvement	Meets Expectations	Exceeds Expectations	Outstanding
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Comments/Examples:**

**ATTITUDE, TEAMWORK, COMMUNICATION (TEAM BUILDING)**

- *Maintains cooperative working relationships and demonstrates flexibility with peers, supervisors, customers and other departments.*
- *Supports management actions and decisions and assists management and coworkers as needed.*
- *Demonstrates ability to work with people of various cultures, ages and backgrounds.*
- *Listens to customer concerns, complaints and ideas, handles customer interactions with diplomacy and tact.*
- *Effectively and appropriately exchanges information and ideas utilizing appropriate means of communication (verbal, written, e-mail, etc.)*

Performance Ratings	1	2	3	4	5
	Unsatisfactory	Needs Improvement	Meets Expectations	Exceeds Expectations	Outstanding
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments/Examples:

**OVERALL PERFORMANCE APPRAISAL**

*Based upon preceding specific performance criteria, but not necessarily an average of the criteria since some are more important than others, carefully assess the Employee's overall performance, offering additional comments as appropriate.*

Performance Ratings	1	2	3	4	5
	Unsatisfactory	Needs Improvement	Meets Expectations	Exceeds Expectations	Outstanding
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments/Examples:

### CITIZEN RELATIONS

- *Responsiveness to citizens.*
- *Demonstrates a dedication to service to the community and its citizens.*
- *Maintains a nonpartisan approach in dealing with the news media.*
- *Gives an appropriate effort to maintain citizen satisfaction with city services.*

	1	2	3	4	5
<b>Performance Ratings</b>	<b>Unsatisfactory</b>	<b>Needs Improvement</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Outstanding</b>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Comments/Examples:**

### PERFORMANCE GOALS/CAREER DEVELOPMENT FOR THE UPCOMING YEAR

#### GOAL #1

**Goal Description:**

**Target Date:**

**Measurement Criteria:**

#### GOAL #2

**Goal Description:**

**Target Date:**

**Measurement Criteria:**

#### GOAL #3

**Goal Description:**

**Target Date:**

**Measurement Criteria:**

## SCHOLARSHIP PROGRAM

**Description:** The Waterloo Community Access TV (“WCATV”) Scholarship Program awards one \$500 scholarship annually.

**Qualifications:** To qualify for the WCATV Scholarship Program, the applicant must be a high school graduate or graduating senior) and reside in the Waterloo School District (City of Waterloo or the Towns of Portland or Reeseville). The applicant must be planning to attend an in-state or out-of-state post-secondary academic or vocational program at a college, university, technical school, trade school or vocational school. Scholarship applicants may reapply for the WCATV scholarship every year they are in school. Children of current WLOO CATV Board members, or of WLOO CATV Board members that served within 4 years of the scholarship application date are not eligible.

**Scholarship Committee:** The Scholarship Committee consists of the WCATV Board of Directors. The Committee selects a winner and a runner-up.

**Award Criteria:** The WCATV Scholarship Program is aimed primarily at providing assistance to high school graduates who show potential for success in post-secondary programs involving broadcast journalism or similar programs in the media arts. Good grades are a plus, but the Scholarship Committee also considers hands-on experience and educational career goals.

**Use of Scholarship Funds:** Scholarship monies will be paid directly to the recipient’s institution of higher learning by September 15<sup>th</sup> of the awarded year. Scholarship recipients must provide WCATV evidence of enrollment at an institution before the monies will be sent. The institution will be requested to administer the funds on behalf of the recipient. The funds may be used for registration, tuition, books, fees, and room and board. Any monies not used by the recipient will revert to WCATV.

**Deadline for Applying:** Applications must arrive at the WCATV office on or before April 15<sup>th</sup>. No late applications will be accepted. If mailing your application, allow plenty of time for mail delivery. Applications may be faxed prior to the deadline, provided that the original application is then mailed.

**Announcement of Scholarship Winner:** The WCATV will announce the scholarship recipient by May 15<sup>th</sup>. Recipients will be contacted by a WCATV representative.



## **YOUR SCHOLARSHIP APPLICATION PACKET MUST INCLUDE:**

1. **Completed Application.** Answer each question as thoroughly as you can. Attach additional sheets of paper, if necessary.
2. **Letter of Application.** This should contain background information about yourself and your family, interesting places you have lived, interests and hobbies, and your plans for the future. Also include an expected school budget outlining school costs and, if living off-campus, housing, food, entertainment and transportation costs. This gives the committee an idea of your level of need.
3. **Transcript of Your Grades.** A Release of Records form is included in this packet. It will authorize your school to provide you with a transcript of your grades from your permanent file. Be sure to attached signed Release of Records form to your transcript.
4. **Letters of Recommendation.** Include two letters of recommendation from individuals other than family members and relatives. A teacher, coach, minister, employer, co - worker or WCATV employee are a few examples.
5. **Other Helpful Information.** Include any other information about yourself that you think may be helpful to the scholarship committee. For instance, you might attach copies of newspaper articles about your achievements, certificates you have received, activities you have been involved in during recent years, and honors and awards you have received.

When you have collected all of your materials, return your application packet to your high school guidance counselor, or deliver or mail it to Waterloo Community Access TV. Applications must arrive at the WCATV office on or before April 15<sup>th</sup>. No late applications will be accepted. If mailing your WCATV application, allow plenty of time for mail delivery. Our address is:

Waterloo Community Access  
TV Scholarship Committee  
136 N. Monroe Street  
Waterloo, WI 53594

## RELEASE OF RECORDS

I, \_\_\_\_\_, the parent of \_\_\_\_\_,

Hereby authorize the \_\_\_\_\_ School District to release a copy

of my child's permanent high school record to:

Waterloo Community Access  
TV Scholarship Committee  
136 N. Monroe Street  
Waterloo, WI 53594

Parent's Signature

Date

**2012 SCHOLARSHIP  
APPLICATION**

1. Full name: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. Name of high school: \_\_\_\_\_

Year of graduation: \_\_\_\_\_

4. How many years have you attended school in Waterloo? \_\_  
\_\_\_\_\_
5. Names of parents: \_\_  
\_\_\_\_\_
6. What college or trade school are you planning to attend? \_\_  
\_\_\_\_\_

Please check one:

I am applying

I have been accepted

I am now attending

7. What is your major area of study? Explain fully what this scholarship will be used for.
  
  
  
  
  
  
  
  
  
  
8. What are your vocational or career goals? Please explain as fully as you can.
  
  
  
  
  
  
  
  
  
  
9. List high school/college activities in which you are or have been involved.

10. List offices held and positions of responsibility assumed in high school and/or college.

11. What sort of activities are you involved in outside of school?

12. Honors and awards received:

13. Please describe your employment experience (summer and after school):

Employer

Type of Work

Dates

14. What other information about yourself do you feel might help the committee with their decision? Use a separate sheet of paper, if necessary, and attach it to this application.

15. Applicant's signature:

16. Date of application:

## SECOND DRAFT Waterloo CATV Social Media Policy for the Employee Handbook

**DELETE** text and **ADD** text per February 8, 2022 Board Meeting.

Social Media is a vital part of any media outlet. Here at Waterloo CATV, it allows us to share our stories with a wider audience, get tips for stories, follow stories as they develop, and identify sources for content. We support responsible social media use by our employees provided they adhere to the following guidelines.

### Employee Responsibilities

1. Remain objective and professional on any CATV social media accounts or while making any comments on community social media accounts. Remember that anything you post on social media can be seen by anyone, shared widely, and have reverberations throughout our community and beyond.
2. Do not post anything that is not backed by reporting or anything that would be unduly negative to one person or one group of people.
3. Follow the "Guidelines for employees' off-duty use of Social Networking" in the City of Waterloo Employee Handbook.
4. The WLOO CATV Board is passionate about your First Amendment Rights. We do ask that you provide the Station manager with the names of your personal social media accounts, including YouTube or Vimeo, unless the account has proprietary, copyrighted, or patented content. We will not ask for your login or password information. We do reserve the right to view posts in your personal accounts under the following circumstances: 1) You post false, misleading, and/or defamatory content about WLOO CATV. 2) if you post WLOO CATV footage or stills, without authorization by the Station Manager or their designated representative. (Keep this text- Lewandowski & Rhynes) 3) You post footage or stills obtained by you during work hours for WLOO CATV, whether or not station equipment was used, on a personal account OR without permission by the Station Manager or their designated representative. 4 You obtain access to private events by utilizing your status as a CATV employee without prior authorization from the Station manager, and post footage of the event. Under those circumstances you will be asked to login to the account in question, discuss the post in question with the Station Manager, and either edit or remove it immediately.
5. Footage or stills obtained by you during work hours for WLOO CATV, whether or not station equipment was used, is property of WLOO CATV (Teubert).

### Director Manager (Cotting) Responsibilities

1. Develop a social media plan and use that to guide employees on their use of different social media sites both for sourcing content and posting content while at work.
2. Make sure employees, interns, and students at the station are aware of the social media policy and plan within their first week of work at the station.
3. Keep the CATV Board informed of how the station is using social media to enhance the quality of the content at our station.
4. Oversee employee's usage of social media while at work and inform the CATV Regulatory Board of any offenses.
5. Monitor employee off-duty posts as you deem appropriate.
5. Make it clear to clients and other officials that the Manager is the point of contact, not the employee. (Teubert)

### Accountability

- A first offense warrants a discussion with the station director
  - A second offense warrants a verbal/written warning that is added to the employees' file and discussed with the CATV Regulatory Board.
  - A third offense and beyond can range from suspension to dismissal depending on the severity.
  - Any first or second offense deemed severe enough could cause the employee to be moved directly to dismissal at the discretion of the CATV Regulatory Board and the power granted to them by the City of Waterloo as outlined in the Employee Handbook.
-