

Agenda for August 9th 2022 CATV Board Meeting, 6 pm

NOTE: Meeting will be in the Police Training Room at Waterloo City Hall

NOTE: No ZOOM Meeting capability

1. Call to Order and Roll Call.

2. Approval of Previously Unapproved Meeting Minutes:

Regular Minutes from July 12, 2022 meeting.

3. Citizen Input.

4. Manager's report.

WLOO was able to make steps toward building great relationships with some wonderful organizations here in town Like the Karl Junginger Memorial Library. We wrapped up our project with Waterloo Summer School which can be seen on our channel WLOO CATV on YouTube. We established a contact with Livability Media which is working on a (Quality of Life) photo project that will feature cities in Jefferson County. We hope to do more work with other media outlets in the future. Happy to share that the station is in operating order, and we have some new hands-on deck that we are happy to have on board.

WLOO is currently in the process of building our content roster that we hope to turn into regular scheduled programming for our community. We would like to thank Barry Sorenson and his wonderful staff at Waterloo Utilities for sharing with us their time and being great host on our video tour. This tour features our waterloo utilities and how they work. Videography was done by one of our talented students and resident Matteo Cefalu. This video project will be placed on Channel 992 on cable and there will be a link posted on WLOO CATV Facebook page. We continue to look forward to the support of our community as we find new and creative ways to contribute our work and media art.

5. New Business

6. Unfinished Business.

A. WLOO Cable and Waterloo School District Partnership Plan

B. 2023 WLOO CATV Budget Submittal

7. Future Agenda Items and Announcements.

Next Meeting: TUESDAY September 13th, 2022 at 6:00 pm.

8. Adjournment Motion:

LaRon Davis, Station Manager

WLOO CATV and Waterloo School District Partnership Plan

“Media for Tomorrow”

Mission Statement: To share the amazing stories of Waterloo School District with our community by building the capacity of students to tell them.

The Benefits: Through this partnership, Waterloo students will have the chance to learn the art and science of media production. Students will build stronger connections throughout the community as they tell their stories, the stories of their peers, and the stories of those in our community. The relationship between the community and the school district will be strengthened as WLOO Cable captures and widely shares the stories of our students and staff.

Summary: This is a draft outline created by the WLOO CATV Station Manager and WLOO CATV Regulatory Board intended to build upon past successful collaborations with the Waterloo School District by providing suggestions for a structured and consistent framework for future collaboration. The outline includes notes about what WLOO CATV can contribute toward in the 2022/2023 school year. The entire outline indicates the current scope of WLOO CATV goals for collaboration with the Waterloo School District for the next five years. This is a living document intended to serve as a basis for discussion with Waterloo School District staff..

Event Filming

- Athletic
 - All H.S. varsity athletic home games (five year plan to phase in as we build capacity).
NOTE: There will not be 100% coverage of all sporting events. Number of games covered can be increased if student volunteers are available to help film games. WLOO CATV needs guidance from staff about prioritizing which games of each sport are of greatest interest to film.
NOTE: Football, Basketball, and Baseball coverage will be emphasized in 2022/2023. Softball and Girls' Volleyball will be included as resources permit in 2022/2023.
 - Football
 - Basketball
 - Baseball
 - Softball
 - Cross Country
 - Track.....Drone: Filmclips, no commentary, statistics scroll at the end of each clip.
 - Volleyball
 - Wrestling
- Academic*
 - Film school-wide events like awards ceremonies and graduations.
 - Film classroom/grade specific events - like Shark Tank
 - Film student club events (FBLA, FFA, Art Club . . .)

**Student technology waivers signed by families at the beginning of the year should include digital media sharing/posting rights for WLOO Cable.*

Academic Classes for Credit

- Multimedia Production Course (elective credit) OR Digital Storytelling course (English elective credit)
 - WLOO CATV works in collaboration with a teacher to offer this course

- In this course, students will gain an understanding of video production and the principle ideas and applications for the creation of multimedia products. The course will be focused on communication of ideas through a variety of media.
- Students in this course will write and produce a Morning Announcements show to be broadcast to the student body every morning among other things like music video production, commercial production, etc.
 - Morning Announcements include: greeting, pledge of allegiance, word/message/quote of the day, school event information (classes, clubs, athletics . . .), student/staff recognition, guest speakers.
- Photo Journaling: students create a journal of special class projects or events including use of photographs and video clips. Material could range from chemistry experiments to small engine repair to cross country training vlogging. Many possible topics.
- WLOO provides the technical expertise (and/or training) with the equipment to get things rolling. They also consult on program design and industry standards so students are learning real-life skills with industry standard equipment. The teacher is in charge of designing course content, production, and evaluation of students' performance.
- Pending the success of the High School course, WLOO collaborates with the school to develop a similar course at the middle school level.
- Summer School Video Production Classes (one at each level, scaled appropriately (E.S., M.S., H.S.)
 - WLOO CATV will offer (through the school's summer school program) a course for students interested in video production. This course will teach students how to use their phones as well as various other cameras to collect and edit video to tell a story and captivate an audience on social media platforms. Students will have the opportunity to submit their final video project to WLOO CATV for air time on the station.
- Student Interns at WLOO Cable
 - The Waterloo School District will offer up to _____ elective credits for a junior or senior student who is working as a WLOO Cable Station Intern. (Class pass/fail or graded?)
 - Duties of the intern are: (to include ___ % of their filming will be WSD events)
 - Progress reports will be submitted to (staff member) by (station member) at (number of times) or (on these dates) throughout the course of the year.

Pirate Time Multimedia Club aka "Pirate Productions"

WLOO CATV Manager recommends this as a School Club and as an Umbrella Organization to efficiently organize and display content generated from collaborative activities and event filming. The club would have space on the Waterloo School District website. The club page would feature the Waterloo Pirate logo. There would be a public portion, on which links to organized digital media, including links to YouTube videos, would be available for public viewing. There would be a private portion, which is where authorized users would upload both finished content and raw footage for the WLOO CATV staff to access.

- Lots of similarities to the summer school class at the start.
- Club students will have their own show on WLOO CATV. They will learn how to tell stories through film and edit them for production.
 - Could take on some of the school events filming - but the content of the channel would be determined by student interests in collaboration with school and cable station advisors.