

In the month of April, I attended the Social Networking Event put on by the Waterloo Business Association. I worked with my staff on skill training to gain more experience editing projects. We went over how to create thumbnails/cover art and why it's important to have in the market of gaining attention. I created a Sizzle reel that showcases some of the work we've done in the community. It also explains that we are a media business that's ready to help deliver all media needs. WLOO worked with the Waterloo Police Department April 29th, 30th, May 3rd, and May 6th, to create an appreciation project which can be viewed at WLOO CATV on YouTube. Each Officers were asked a series of questions about themselves and what they like about serving in the Waterloo Community. We filmed the city council meeting April 4th and 18th, and the school board meeting April 10th.

Minutes for April 9th 2024 CATV Board Meeting, 6:00 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order Meeting called to order at 6:15 with Cotting, Jacob and Teubert present. Abitz arrived at 6:30. Manager Davis present.

2. Approval of Previously Unapproved Meeting Minutes:

Cotting mentioned for the record that there was an irregularity in posting the March Agenda on the municipal website, so it did not get posted before the meeting. However, the Agenda was posted next to The Solarium's front door, so the minimum legal requirement for due public notice had still been met.

March 12th 2024 regular meeting minutes. Teubert, Jacob. Unanimous

March 12th 2024 Closed Session minutes. Jacob, Teubert. Unanimous.

3. Citizen Input

1) email correspondence from Maureen Giese regarding WLOO CATV channels 991/992.

Davis response: She was associating the YouTube link with the cable channel, and didn't understand why she wasn't directed to the cable channel when she clicked on the YouTube link. Material is broadcast on the cable channel, but up to a week later after it is broadcasted on YouTube.

2) Requests by two different citizens (Ben Reigel, Deb Metke) to broadcast their YouTube videos. Davis will follow up.

4. Manager's report.

In the month of March WLOO covered all municipal recordings and listed them to our Cable and YouTube channels. We attended the Waterloo middle school museum night and showcased some of the exhibits on our Facebook page. A new Waterloo Gardens episode featuring Anet Novak was completed and posted to our Youtube channel. We attended the Waterloo Business Association meeting at what is expected to be the new downtown restaurant. At this meeting we extended our services and let the association know we are available to help with marketing if needed. I was given a verbal update concerning the podcast collaboration with parks coordinator Gabe Haberkorn. He stated he is waiting to hear back from the bands that are booked for the upcoming season. Travis Uhlig attended the Easter Egg hunt and created his first video project which you can view on WLOO CATV on YouTube. A local resident had concerns about broadcasting on our local channels 991/992. I had a conversation with the resident advising that the show she's interested in airs on 992 and our Youtube channel which I helped her connect to. All regular station operations were satisfactory in March.

** Davis noted that YouTube will pull down a livestreamed video when copyrighted music is played on it, however the City of Waterloo has a municipal license to play copyrighted music, so there are possibilities for collaboration between WLOO and the Waterloo Parks department to broadcast "Concerts in the Park".

5. New Business

a. Plans to promote WLOO CATV (Teubert)

Chad Teubert passed out handouts. After discussion Manager Davis was asked to have a draft "sizzle reel" and WLOO business card ready for the May Board meeting.

Summary of discussion:

- i. Abitz: WLOO needs a tag line, campaign slogan, hashtag.
- ii. Jacob: WLOO needs a promotional flyer
- iii. Teubert: WLOO needs a "sizzle reel"
- iv. Manager Davis: WLOO needs business cards with QR codes.

b. WLOO CATV 991/992 programming

Manager Davis informed the Board that currently 991/992 programming is a combination of public

meeting footage (uploaded within a week of the meeting), and free programming available for PEG stations. Program schedules are shown on slides. The free program selection includes cooking, gardening, science, entertainment, Jefferson County Dining, Democracy Now, Havana Nights.

c. **Airing Content Submitted by the Public**

Protocols for airing content submitted by the public were discussed. Video would be preceded by an opening slide stating that the video was a citizen contribution, the views expressed therein do not reflect WLOO's position or viewpoint, and are not endorsed by WLOO. For YouTube- adding a "Community" tab, all submissions from the public would be filed under it.

6. Unfinished Business.

7. Future Agenda Items and Announcements.

WLOO CATV Regulatory Board membership will be at three filled out of five available seats at the end of April. *** Due to the great difficulty in recruiting additional Board members over the years, as evidenced by chronically only having 4 instead of 5 members, Cotting will draft an email informing the Mayor of the situation and recommending the ordinance describing the WLOO CATV Regulatory Board be amended to mandate 3 Board members instead of 5.

Tuesday evening meeting dates will no longer work starting in June 2024.

*** After discussion, Board members agreed the new meeting day would be the second Wednesday of every month, starting with June 12th.

Next Meeting: Tuesday, May14th, 2024 at 6:00 pm at The Solarium.

Paula Jacob was presented with a bouquet and thanked for her service on the Board.

8. Adjournment Motion Cotting/Jacob. Unanimous. Meeting adjourned at 7:43 pm.

Minutes respectfully submitted on May 13, 2024 by Laura Cotting

WLOO review 2023

1 message

Chad2bert <chad2bert@gmail.com>
Reply-To: chad2bert@gmail.com
To: Chad T <chad2bert@gmail.com>

Tue, Mar 5, 2024 at 5:26 PM

Goals:

1. WLOO Marketing itself. Any. All fronts. Employment. Media services.

Commercials for what we are. A media booth presentation we can offer when events are in town.

Getting the word out to let people know when we are going to broadcast events ahead of time.

A tv actually showing our product exists for people in the city.

An actual presentation spoken and with media you could take to a trade show. 3 minute pitch.

A generalized video about WLOO with the means to send to someone as a link with a donation spot or "call to action"

A pre made promotional video breaking down our services for sponsorship and showing real time examples of them...

(I think 50% attendance\ involvement with the business chamber group and possibly going to parks planning meetings or getting more paramount relationships and reaching out to other city groups would be great.)

2. Planning, communication, focus, commitment.

What are we planning for in the next 8 weeks? 3 months? 6 months?

What events should we be working on access with? Planning.

Does the team have access to planning and commitment and a schedule?



Kate "We need a tag line", campaign slogan, hashtag
and sizzle reel
Paula "Flyer"
LaRon "Business Cards with QR codes"

Chad BPC <chad2bert@gmail.com>

WLOO Marketing FINAL draft...

1 message

Chad2bert <chad2bert@gmail.com>
Reply-To: chad2bert@gmail.com
To: Chad BPC <chad2bert@gmail.com>

Tue, Apr 9, 2024 at 10:07 AM

"Whats the difference between marketing and a banana????"

The banana has more potassium.

Okay thats my ice breaker. I made a nonsensical moment, true to my character but I got to laugh.

It can only go downhill from here. Im leading you into a direction that could be embarrassing, impressive, or neither.

Buckle up.

Marketing, how would Chad define it to make it more confusing?

I believe marketing is:

Showing people with examples and skills we are the solution to a need or an improvement for specifics.

Projecting what we want the consumer to believe with specifics that drive a call to act.

Creating a narrative we can solve something a person may not have thought they should focus on.
From selling their product to a consumer going to that place/location for something or acting on direction.

(What does it mean for you?)

First and foremost, I feel some statements listed here are absolutely not new ideas and I do my best to take the calculated moment to absolutely say many aspects of what I will bring up are 110% being a full scope current focus and work that is and has been done by the station and its team in a paramount of ways to this moment.

I want to say I am personally proud to have seen so much growth and development and there are times listed below I use words like "WE" and in truth I want to acknowledge the hard work and focus and incredibly challenging magnitude this endeavor can bring are done by LaRon and his team and his thoughtful focused leadership.

I want to say LaRon and his team I've seen put real hard work and energy into projects, growth and work and the results are impressive as a continuing body of work and some skills have gone from in development to general commonplace in a fast amount of time to abilities I wish I could personally have myself.

WLOO Is ready for the future.

Okay SO...

This part of my comments today is just a list of goals in short form.

The part after this listing of goals; I tried to compliment and highlight some processes or skills we have.

Finally, for the past few weeks I tried to think of actions the station could do. From long term planning to some quick ideas.

I left space from my notes printouts a place to add or put notes. I'm excited to give you all a copy of this for you to add more

GOALS, SKILLS, and ACTIONS...

Okay GOALS:

(1)500 subscribers

(2)Support in funding.

(3)Revenue streams.

(4)Growth of the business through (What means and actions are the successes we need to prioritize)
What choices?

(5)Small short intensive projects that cut to hitting multiple goals.

(6)More people knowing what we want to specifically project.

(7)A call to action and a place to drive support.

(8)Employment needs

(9)Show ideas

(10)

(11)

(12)

(13)

(14)

(15)

What do we absolutely bring to our own needs in skills to use for marketing?

This is our "SKILLS" section..... We focus on achieving our GOALS with our SKILLS and focus.

(A) We have a robust system with experience and confidence the ability to use cameras, lighting, of media productions, audio, staging and direction to package messaging for aspects of our community from citizen projects, city governance meetings, advertisements with focused skills for businesses or action groups to the equivalent of any local broadcast production TV crew or media advertising marketing business.

(B) We are profoundly successful in recording full scope remote events from long term TV broadcast quality community programming to live streaming sports and community events of all scopes and sizes.

(C) We have local ties and have focused to show we can be integrated into all methods of messaging for the city if requested. We have tried hard to be available to take on more if resources become available; and work to be forward thinking and try to foresee issues with having the right equipment, policies in place and that we are building partnerships with like minded groups.

(D) We have worked hard to focus on some core values regarding aspect(s) of being a community entity available for all to use, setting up fair use thoughtful ways to find funding, and worked to set up pricing that shows what is fair and supportive for the station.

(E) We have seen our social media presence grow with looking at what drives people to our products.

(F) We have shown that we can plan our funding out for each year with oversight, and keep our operations stable.

(G) We are focus minded to be available for any business, group, city event, and citizen request within reason.

(H) We have the ability to structure and write commercials for local businesses and promote events of all kinds.

(I) WE ONLY NEED TO DO THIS ONCE AND IT CAN BE USED FOR A YEAR OR TWO..

(J) We can show value with creating graphics and media for business needs.

(K) We operate and have equipment and talent that can rival local Marketing businesses by a city non profit for our community with oversight.

(L) We don't operate on any metrics of greed. We work for our community to build a legacy for a place we love.

(M)

(N)

(O)

(P)

(Q)

(R)

Chad's Random from "grey matter" potential quick ideas of marketing "Things"

As stated previously.....

I look at this list as some things we obviously have been doing with tangible metrics of success and in no way are absolutes in any order.

I thought with what I muttered above to look below at any ideas if multiple "Goals" or "skills" listed fit a spot we can see targets to focus upon. (Write corresponding letters or numbers that apply to the task if needed)

Different goals overlapping show some directions possibly.

Different skills in those spots show actions and focus.

(MANY are 2/3'rds a full idea or just some blanket statement stuff... For a month I've had a notepad document open and anything of semblance of an action or idea are here..) (I had a dunk tank on here for a while even!!!!)

Upcoming schedule promotional items. (Making a post or video showing our intent to film say 6 weeks out.)
Making videos and posts ahead to drive viewers.

Every show starting tell a bit about the station, how they could be supportive, and information.
Make a set each season/year and mix em up?

Advertising: We need a sizzle reel. We need to have a program we could hit play and someone can watch thats 2:00..
A call to action with specifics on what we can do... Targeting needs.

Highlighting production service examples. Spelling out our costs and a commercial for what our cost is for marketing.

Showing how they could support a sporting event..... By putting graphics in places as examples. A 2:00 video to show potential clients.

Show some behind the scenes materials and make a commercial about what skills we teach and how fun it is to be a team member for hiring or volunteering for single specific yearly filming, etc.

A presentation that you could put on a folding table if theres an event downtown or on W&K day we could have a booth.
Looping video for people to watch. effortless and minimal setup.

Graphics that give information to people during time outs or halftime or post game info about our station. Even before city hall meetings and all that.

A presentation you could take the year to make if you ever needed or felt you were ready to say ask the city for insight about with funding.

Advertising in the courier when we have broadcasting upcoming... May be a cross sharing promotional ad sales?
(Down the road)

A promotional individual reel and a place where donations via website can come in.

A yearly patron "Thank you" donors list where people can name a cause or in memory or have their name as a sponsor.
Business may pay for a graphic showing support to a sport specific where we cross raise funds...

Packages of support and commercial spots available and a schedule. Break down a broadcast and know when you could sell space.

Showing these things can get practice and networking to possibly keep showing the city how vital we can be.
There may be a time we need to ask for funding? Having a presentation that can pivot to groups for donations?

Offer to film the baseball league games at the park and examples and proposal?

Cross promote and budget with the parks some events Concerts? General info? Graphics for the park to use?

Possibly pitching the recording services to Marshalls meetings or other townships if they don't do theirs now for costs?
Hiring. Networking.... Can take a year to offer and plan, etc.

Concert live stream offer to cover shows at the park..... Or film one to show for proof of concept.

Request funding in a starting increment of 300 dollars from the city matched if the station could get say \$300 in support from the community and with every donation offer our services as what they could vote on they would like to see with a comment card... Voting by donors to gain involvement in our work.

Waterloo city band see if they can help us match funding to record them.....

Asking for yearly advertising support for videos all ready done and adding a sponsor into media and re-uploading?

Find local non profit groups that have donation streams and partner up with them for promotional packages.

Being a supplement film crew and using our system for a director to advise and we run tech.
For Example, TREK have an event and want to highlight a need or pride? Van holtens hiring?

Any park private events or other businesses hold things they would want filmed?

Do exploratory mutual cost funding and reach out to do monthly updates for places..
Library might be a fit,
Police department info tip recordings...
Offer Park a package of videos for a cost to highlight..
Utilities work or insight of projects.
Fire Dept.

Once we have a few SELF marketing promotional items target places from city governance to businesses.
EXAMPLE:

A diner gets a printout sheet 4 paragraphs long that invites a subscribe to the Youtube channel.
We offer forward focused sponsorship for something say 2 1/2 months out with a cost for ad support.

We highlight in future flyers what businesses have worked with us and quotes or testimonials. If they don't decide to need media services challenge them to support us and highlight their donation with a thank you post (etc).

If they don't work with us that quarter/season, we hit them again with the updated sheet for the next wave

and they see the new testimonials...

Trust the 3 camera system..... Perfect for anything....