January 25th, 2017 Curry County Civic PEG Operations Workshop

Purpose: Brandt Media the operator of the county's government TV channel and streaming presence seeks board direction on specific items pertaining to the operation and content of the government channel. Items to be addressed are listed below where Brandt Media seeks consensus from the board on specific.

1. Channel name and branding: Curry County Civic
   Question: Does the board accept the Curry County Civic channel brand?

   a. Logo Reveal
   b. Interstitial Reveal
   c. Government meeting intro/outro reveal

2. Current content running on the channel and content report.

   a. What is running on the channel now?
   b. Total number of first run programming hours this month.

3. Current content consensus

   a. Government meeting intro/outro
   b. Curry County swearing in ceremony

4. Process for approval of future content

   Question: What is to be the process for content approvals in the future? If the process remains the same Brandt Media would be requesting to bring new content before you each month at a workshop just like this. The hope is that we will create a streamlined process together that will allow content to be approved outside of a workshop as soon as it is created.

5. Process for commissioning of future content

   Question: How can content be approved for Brandt Media to produce using the approved production budget on behalf of the county?
   Example: The planning director is having a FEMA workshop how will Brandt Media know if this is approved in the production budget?
   Example: Brandt Media has an idea for a 30 minute piece involving the parks and rec department, assuming the parks department signs off on the idea will Brandt Media have approval from the board to use production budget on the project

6. Content steering
Question: Does the board have ideas or direction regarding future productions this year?
Will the board approve the beginning of work on the following productions?
   a. Station IDs and landscape channel fillers
   b. Commissioner and staff profiles
   c. Department profiles

7. Master Calendar Approval

8. Questions from Commissioners