

WISCONSIN COMMUNITY MEDIA

Wisconsin Community Media is a 501c6 professional organization that supports community expression through media. Our members manage media centers and produce local programming for local governments, educational institutions, and non-profit organizations. Our members also train the public to produce their own content for Cable TV, the web, and low-power FM radio stations in Wisconsin. A growing portion of our membership consists of producers who use our production facilities and distribution channels.

WCM represents 54 public, education, and government (PEG) access cable television media centers in 51 cities across the state that also post content on the web and on LPFM radio.

WCM supports community-based media in a variety of ways, including sponsoring two annual conferences and an annual media fest (open to community television and low-power FM radio stations in the Midwest) and providing a cloud-based program-sharing platform for the exchange of programming between our member media centers and independent producers.

Why is Community TV important? At a time when “news deserts” are growing:

- Community TV in Wisconsin serves a vital public information role on the local level, making local government transparent and providing a way for officials to talk directly to their residents in good times and during emergencies.
- Community TV provides a way to discuss issues of local, regional and statewide importance that can promote greater understanding and better solutions.
- Community TV also promotes involvement in and builds support for local schools, businesses, non-profit organizations, community activities, and the arts.
- Community TV creates quality professional jobs in our towns and provides job-training opportunities for high school and college students interested in careers in media and marketing. Children and adults trained at Community TV centers reap great personal satisfaction in producing programs for and about the communities they care about.

Wisconsin Community Media mission is to make these outlets for local programming as effective as possible in reaching and meeting the needs of their communities. In 2018, WCM will celebrate its 20th anniversary supporting community expression through media.

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