Midwest Region Of the Alliance for Community Media

Late fee rates for full registrations kick in for members on Sunday, Sept. 27.

WISCONSIN COMMUNITY MEDIA & THE ALLIANCE FOR COMMUNITY MEDIA- MIDWEST REGION

FOCUS ON NEW HORIZONS

OCTOBER 1 & 2, 2020   NOW A 2-DAY WEBINAR!
FORMERLY OUR SPRING CONFERENCE

FOR MORE INFO AND TO REGISTER, GO TO:
WISCONSINCOMMUNITYMEDIA.COM

WISCONSIN COMMUNITY MEDIA
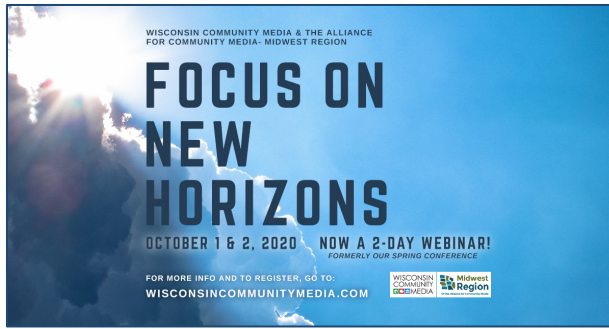
Turn this over to see how the Zoom Meeting Webinar will work!

October 1 & 2 Conference Schedule (See WCM's website for speakers and description: https://wisconsincommunitymedia.com)

Time	Main Zoom Room – Hangout Room	Zoom Breakout Room 1	Zoom Breakout Room 2	Zoom Breakout Room 3
THURSDAY 8:00	**Orientation and Gathering together**			
9:00	*General Conversation Room*	Municipal Captioning		
9:30	*General Conversation Room*	Comrex		
10:00	*General Conversation Room*	KeyCode		
10:30	*General Conversation Room*	Alpha Video		
11:00	*General Conversation Room*	Cablecast TV		
11:30	*General Conversation Room*	Leightronix		
12:00	*General Conversation Room*	Castus		
12:30	*Lunch – General Conversation*	**Birds of a Feather**	**Birds of a Feather**	**Birds of a Feather**
1:00	**Keynote:** Adapting and Marketing your Brand to Multiple Platforms			
2:00	*General Conversation Room*		Social Media Savvy - Implementing branding	Tips and Tricks for Great Interviews
2:40	*General Conversation Room*	Municipal Captioning		
3:00	*General Conversation Room*		Copyright & Fair Use	Metadata & the Future of Your Video
3:40	*General Conversation Room*	Comrex		
4:00	*General Conversation Room*		Covering Politics At Home	Beyond Two Ferns: Designing Digital Sets
4:40	*General Conversation Room*	Keycode		
THURSDAY 5:00	**END OF DAY 1**			

THURSDAY 7:00 PM	**THE BEST OF THE MIDWEST MEDIA FEST SHOW** *Streamed LIVE by Castus*
	Excellence, Significant Community Program Producers, Hall of Fame Inductees, and Friend of Access award recipients will be with us LIVE to accept their awards during the show!
	Email Mary at exec@wisconsincommunitymedia.com to get the participation link to the show!

Time	Main Zoom Room – Hangout Room	Zoom Breakout Room 1	Zoom Breakout Room 2	Zoom Breakout Room 3
FRIDAY 8:00	**Orientation and Gathering together**			
8:30	Breakfast Presentation: Sun Prairie Media Center's App			
9:40	*General Conversation Room*	Alpha Video		
10:00	*General Conversation Room*		Capital Equipment Replacement	Public Policy Update
10:40	*General Conversation Room*	Cablecast TV		
11:00	*General Conversation Room*		Using Video Effectively for Community Engagement & Facebook	Your Distribution Flow 1: Livestreaming & Inserting Recorded Content
11:40	*General Conversation Room*	Leightronix		
Noon	*Lunch – General Conversation*	**Birds of a Feather**	**Birds of a Feather**	**Birds of a Feather**
12:40	*General Conversation Room*	Castus		
1:00	*General Conversation Room*		Two Ideas for Fundraising & Revenue Generation	Your Distribution Flow 2: Getting on OTT
1:40	WCM and ACM meetings			
2:00	**Closing General Session:** Understanding the technical aspects of HD, EPG, 5G, and Broadband			
3:00	*General Conversation Room*	**Birds of a Feather**	**Birds of a Feather**	**Birds of a Feather**
FRIDAY 4:00 PM	**END OF DAY 2**			

Conference Attendee Zoom Orientation

How the conference is structured – You'll recognize our format!

- On Thursday, October 1 at 8 a.m., the conference will begin with unstructured conversation and an orientation on how to participate in the Zoom conference.

- At 9 a.m., a series of half-hour presentations by our exhibitors will begin.

- Just like always, we'll have a presentation at the Opening Luncheon, at Friday's Breakfast, and at the close of the conference.

- Workshops will start at the top of each hour and last for 40 minutes. At 40 minutes past the hour, various exhibitors will have about 20 minutes to make a presentation to attendees.

- You can choose to attend the workshops and exhibitor presentations or you can choose to go back in the main Zoom Room for informal conversation.

- During lunch on Thursday and Friday and at the end of the conference, three Zoom Rooms will be available for "Birds of a Feather" conversation. Just suggest a topic in the chat bar and we'll organize a room for it.

First Steps – Getting into the Zoom Room

- You will receive the link to Zoom via email from WCM on Monday, September 28th.

- Click on the Zoom link you received, and allow your computer or mobile device to open the Zoom call. If you have never used Zoom before, the app will take a minute or so to download onto your computer.

- When prompted, please ID yourself with your name and your media center's name.

- Use the Password to enter the Conference. You will start out in a Waiting Room where you can adjust the lighting and framing of your camera so that you are satisfied with the picture.

- The host will let you in and you'll see everyone in the Zoom meeting room

- There are four Zoom rooms: the Main Zoom Room and three Breakout Rooms. Our Technical Facilitators, Deb Brunett and Boyce Johnson, will move you from room to room.

How to ask to be moved from one Zoom Room to Another

- In your registration form, you were asked which workshops you would like to attend. Our Technical Facilitators will automatically move you there or to an Exhibitor Presentation. If you want to be somewhere else, use the chat bar on the right to tell us.

- When a workshop is close to ending, you will see a 2 minute countdown clock. The first minute is for the presenter to make final comments, the second minute is for any announcements or questions from you and our technical facilitators. When the clock hits "0" you will be automatically moved to your next presentation.

- If you need to leave the Zoom conference, click the red LEAVE button in the bottom right; use the same link you used to enter the session before to regain access.

Interacting with Zoom

- Please turn on your camera video (at the bottom of the screen) so presenters can see you, and please mute your mic until the presenter is ready to take your question.

- Use the chat bar to pose questions. Depending on the question, the speaker may address it immediately or choose to wait until a question and answer period at the end.

- During general discussion, if you'd like to speak, instead of using the chat feature, use the "raise hand" feature to show the speaker that you'd like to propose a question or comment.

If you'd like to explore more of the functionality of the Zoom platform, go online to support.zoom.us. Recordings of all of the workshop sessions will be made available to attendees within a couple days after the conference. You will have access to the presentations from the day you attended. There will be a different link to use to access the conference each day. The Media Fest will stream live on Thursday, October 1 at 7pm. You'll receive info in your email about how to access that stream as well.