

# OPENING DOORS

Milwaukee, October 28-29, 2021  
Crowne Hotel Milwaukee South

SPONSORED BY  
**Wisconsin Community Media**  
Midwest Region of the  
**Alliance for Community Media**

Thanks for coming!

We are encouraging, but not requiring all conference participants to wear masks during the conference unless you are actively eating or drinking. Thank you for your understanding.

## THURSDAY

**Registration** is from 8 to Noon

**Exhibit Hall** is open from 11 am to 7 pm

Break-outs	Aviation Theater	Concourse 1/2	Concourse 3
9 - 10	<p>LPFM Radio Meeting</p> <p>WCM LPFM Chair: <b>Joshua Werner</b>, IT &amp; Community Media Director, Waupaca WIN TV</p>	<p>Having the Best of Both Worlds for Your Meetings</p> <p>How to successfully integrate remote participation into your in-person meetings. We'll discuss the technical options.</p> <p><b>Jake Timm</b>, Operations Coordinator, Oshkosh Media <b>Boyce Johnson</b>, Media Team Leader, City Channel Madison <b>Tom Faber</b>, Systems Support Engineer, Key Code Media</p>	<p>Broadening Your Reach</p> <p>Reaching diverse audiences with different platforms is critical. We'll discuss the various ways you can get on different ones.</p> <p><b>Randy Visser</b>, Sales, Cablecast TV <b>Bruce Morrison</b>, Senior VP, Sales, CASTUS <b>Tom Loucks</b>, Director of Communications, City of Marshfield</p>
10 - 11	<p>Are You Interested in Starting a Podcast? It's Easy!</p> <p>Podcasting is an easy way to offer community access to a whole new audience. Learn how to create a podcast.</p> <p><b>Jeremy Crosby</b>, Community Media Services Manager, Fitchburg FACT <b>Doug Dillman</b>, Visual Communications, Madison College</p>		<p>Drones!</p> <p>Learn about the latest version of the rules and regulations, sUAS licensing and recertification, and insurance considerations.</p> <p><b>Ryan Marquart</b>, Communications and Systems Administrator, Village of Pleasant Prairie <b>Derek Westby</b>, Director, WTCO Trempealeau</p>

### Noon – 1:45 pm Opening Luncheon and Keynote Presentation in the Concorde Ballroom

Welcome **Jake Timm**, WCM President | **Javier Cedillo**, Treasurer of the Midwest Region of the ACM | **Jim Owczarski**, Milwaukee City Clerk  
 Thank You Our Luncheon Sponsors: Municipal Captioning | Comrex | Cablecast TV | CASTUS | Telvue | AVI Systems | Media Control Systems  
 2021 Hall of Fame Award: **Mike Ryan**, former Director of West Bend Community Television  
 Keynote Presentation: **Professor Lewis Friedland**, University of Wisconsin – Madison

Topic - Public Square: The Role of Cable Access Television in a Rapidly Changing Media Ecology

Break-outs	Concourse 1/2	Concourse 3
2 – 2:50 pm	<p>Juggling Live Streaming Platforms</p> <p>Which streaming platform is the right platform to use? Should you use more than one? We'll also share success stories.</p> <p><b>Alan Harper</b>, Executive Account Manager, AVI Systems <b>Tom Faber</b>, Svstems Support Engineer, Key Code Media <b>Paul Zwicker</b>, Program Coordinator, OCA Media, Village of Oregon</p>	<p>Strengthening Your Web Presence</p> <p>How to improve your website or unbury it from the depths of a municipal website. Integrate all of your online media into one easy to find place.</p> <p><b>Derek Westby</b>, Director, WTCO, Trempealeau County</p>
3:05 – 3:55	<p>Converting the People You Serve into Advocates for your Media Center</p> <p>Our panel will share how they built relationships with organizations, officials, volunteers and staff and made them into advocates all while keeping up a busy production schedule that leaves little time for outreach.</p> <p><b>Jeremy Crosby</b>, Community Media Services Manager, Fitchburg FACTV <b>Mayor Aaron Richardson</b>, Mayor, City of Fitchburg <b>Jeff Robbins</b>, Media Center Director, Sun Prairie Media Center <b>Will Nimmow</b>, Community Media Director, Monona City/Schools Channel</p>	<p>What's Next for Upstream Carriage?</p> <p>How does Charter-Spectrum plan to carry PEG signals from local origination points to its subscriber network? Two of our speakers have been working with the company and will share their insights. We'll also discuss what Wisconsin law currently requires video providers to do to transmit local programming.</p> <p><b>Tom Loucks</b>, Director of Communications, City of Marshfield Media Access <b>Mary Cardona</b>, Executive Director, Wisconsin Community Media <b>Alan Luckett</b>, Media Services Director, JATV, City of Janesville</p>
4:10 – 5 pm	<p>What Works! Roundtables</p> <p>Yellowtec iXm Recording Mic w/auto-leveling – <b>Derek Westby</b>, WTCO Using OBS with Hudl Cameras for TV – <b>Jeff Robbins</b>, SPMC High Quality Audio Recording Devices – <b>James Wyngaard</b>, Rice Lake Mevo Live Streaming Cameras – <b>Dave Ruhland</b>, Reedsburg</p>	<p>Closed Captioning – You Can Have your Cake &amp; Eat It Too</p> <p>Captioning isn't just something you are legally required to do, it's also an opportunity to get extra workflow benefits for your station or city.</p> <p><b>Daniell Krawczyk</b>, CEO, Municipal Captioning</p>

**Exhibitors Reception** is from 5:30 pm to 7 **Halloween Gala** is from 7 – 10:30 pm (Gala tickets are good for the Exhibitor Reception, too)

# OPENING DOORS

Milwaukee, October 28-29, 2021  
Crowne Hotel Milwaukee South

SPONSORED BY  
**Wisconsin Community Media**  
Midwest Region of the  
Alliance for Community Media

Thanks for coming!

We are encouraging, but not requiring all conference participants to wear masks during the conference unless you are actively eating or drinking. Thank you for your understanding.

## FRIDAY

**Registration** is from 8 to 8:30

**Exhibit Hall** is open from 9 am to Noon

### 8:30 AM – 9:45 am Breakfast and Presentation

**Presentation:** **Bryce Lord**, Professor and Associate Director, Helen Bader Institute for Nonprofit Management, University of Wisconsin – Milwaukee  
**Daniel Folkman**, Associate Professor Emeritus, University of Wisconsin – Milwaukee; Videographer and Co-founder, Wisconsin Video Hub

Topic - Are we really serving the media-related needs of the non-profit community?

9:45 am to 10:15 am Time to check out of your room or visit the Exhibitors in the Concorde Ballroom

Break-outs	Concourse 1/2	Concourse 3
10:15 – 11:05 am	<b>Social Media Savvy</b> You have a social media presence, but how can you make the most of it? Learn how to maximize your efforts.  <b>Frank Caruso</b> , Social Media Producer, OCA Media, Oregon <b>Michele Allen</b> , Founding Principal, Crux Creative, Milwaukee	<b>Audio Enhancements and Fixes in Post-Production</b> Learn how to use various techniques in the the editing process to enhance your finished program and fix problem sections.  <b>Ray Fister</b> , President, 5th Floor Recording Company
11:30 – 12:10 pm	<b>Public Policy Trends and PEG</b> <i>Court cases including:</i> 6 <sup>th</sup> Circuit Court decision in City of Eugene v. FCC upholding the 2019 FCC Order; US Court of Appeals for the 1 <sup>st</sup> Circuit upholding a Maine law very favorable to PEG.  <i>Alternatives to the Cable Franchise Fee:</i> What alternatives have states implemented? How viable are taxes on streaming services and other media distributors? What can court challenges to alternative fees tell us is possible?  <b>Mike Wassenaar</b> , President and CEO of ACM <b>Mike Bradley</b> , Partner, Bradley Law, Woodbury, MN	<b>How to efficiently distribute recorded video across different platforms?</b> You've got your program and now you want to make it available on all the platforms you use to distribute in the most efficient way possible! Our speaker will provide guidance on how you can deliver video over cable, VOD, YouTube, Facebook and other platforms effectively.  <b>Derek Westby</b> , Director, WTCO, Trempealeau County
12:25 – 1:15 pm	<b>The Law and Your Production</b> Having a good handle on what you can and cannot do legally can open doors when you create and distribute programming on different platforms.  <b>Jason Liggett</b> , Director, Urbana Public Television <b>Mary Cardona</b> , Executive Director, WCM <b>Mike Bradley</b> , Partner, Bradley Law, Woodbury, MN	<b>Driving Social Media Response through Videos and Sponsored Content</b> Learn how West Bend Community Television developed a marketing strategy using videos and social media advertising to support small businesses during the COVID-10 pandemic.  <b>Jess Wildes</b> , Communications and Economic Development Director, City of West Bend <b>John Ehlike</b> , Production Manager, West Bend Community Television

### 1:30 – 3 pm Closing Luncheon – WCM Update and Conference Wrap-Up

WCM Update on WCM's State Legislation, Social Media Presence, Conference Announcements, WCM Program Fund

**Mary Cardona**, Executive Director, WCM,  
**Jake Timm**, President, WCM and President of the WCM Program Fund  
**Dave Grooman**, Chair, WCM C&R Committee  
**Deb Brunett**, Chair, Conferences Committee

### Conference Wrap-Up Grab an Idea!

Facilitator: **Jeremy Crosby**, Director, Fitchburg FACTv

It's time to wrap-up another great conference! However, before you go, join us for the first ever, "Grab and Idea!" We're setting aside time for table by table discussion about what you are most excited about learning from the conference and how you hope to implement the new ideas you have heard when you get home. Then we'll go room-wide with the best ideas from every table! So Grab an Idea from your fellow media centers! Share what is working at your media center with your table! Start building an action plan and walk away from this conference with a fresh perspective.