Supporting
Local Media Creators

Thursday and Friday, May 12 & 13, 2022

Park Hotel, Madison, Wisconsin

Sponsored by
Wisconsin Community Media and the Midwest Region of the ACM

THURSDAY

REGISTRATION   8 – NOON   EXHIBIT HALL IS OPEN from   11 – 6:30

PRECONFERENCES   9 – 11 AM

Time	Title	Description	Presenters
9 – 11	**One-on-one advice about your online presence**	Get one-on-one advice from one of two web/social media experts for whatever aspect of your online presence you need!	**Derek Westby**, *Senior Network Administrator, City of Stoughton;* **Stephanie Miller,** *Communications & Technology Director, Village of McFarland*
9 – 11	**Camera Setup Roundup**	Are you looking for a good way to set up for remote productions? Media center managers show their camera setups and answer questions about why they do it that way. There will be a Canon, Panasonic, Sony, iPhone, and JVC Sports Camera there to look at.	**Derek Westby**, *Senior Network Administrator, City of Stoughton;* **James Wyngaard**, *Executive Director, Rice Lake Community Media, City of Rice Lake;* **Paul Zwicker**, *Executive Director, OCA Media, Oregon, WI;* **Brian Allegretti**, *Account Manager, KeyCode Media*
9 – 9:50	**LPFM Radio Meeting**	If you're responsible for an LPFM radio station or producing shows for one, come meet your tribe! Agenda to be announced.	**Josh Werner**, *Director of IT & Community Media, City of Waupaca; LPFM Group Coordinator.*
10 – 11	**The law, PEG media centers, and supporting media creators and local government**	We'll have a robust question and answer period, but we'll focus on three things: 1) What powers municipalities have under Wisconsin's video service provider law and what are the limitations; 2) Operating policies that provide an understandable framework for the use of your center and distribution platforms; 3) Ways to collaborate with WCM to open up your center to programming of interest to your community. We encourage both long-time and new PEG managers to attend this workshop.	**Mary Cardona**, *Executive Director, Wisconsin Community Media;* **Jake Timm**, *Operations Manager, Oshkosh Media, City of Oshkosh*
9 - 11	**Adobe Premier Workshop**	We open with a brief video from the *VideoRevealed* trainer, Colin Smith! Then this "working" workshop starts by covering the basics and then moves into advanced features after a half-hour. All participants should bring a laptop and have the Adobe Premier app. WCM will provide thumb drives with an editing exercise for all. If you are interested in this workshop, you will indicate that on your conference registration form so we know how many participants to prepare for. Also covered: Low-cost alternatives.	**Will Nimmow,** *Director, Monona Community Media;* **Matthew Jemilo,** *Freelance Editor and Director, Grand Rapids, Michigan*

OPENING LUNCHEON

WELCOME
Jake Timm, *President, WCM;* **Jim Knightwright**, *Chair, Midwest Region of the Alliance for Community Media*

KEYNOTE
BUILDING PARTNERSHIPS: ADDING VALUE TO YOUR MEDIA CENTER THROUGH COMMUNITY RELATIONSHIPS
Will Nimmow, *Director, Monona Community Media;* **Jake Timm**, *Operations Manager, Oshkosh Media;* **Jeff Robbins**, *Director, Sun Prairie Media Center*

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CONCURRENT WORKSHOPS 1:30 PM – 4:15 PM

Time	Title	Description	Speakers
1:30 – 2:15 PM	*Case studies on using social media from a content producer and media center perspective*	Social media platforms offer a win-win opportunity for producers looking to expand their reach across multiple social media platforms, and PEG media centers looking to promote their content to digital audiences. After introductory remarks from our speakers, each speaker will lead a small group discussion that will allow them to talk about their use of social media and leave ample time for participants to get their questions answered. Broaden your vision and learn how social media is successfully being used by independent producers and PEG media centers!	**Janice Newman**, *Producer, Y? Why Not Show* **Frank Caruso**, *Social Media Producer, Oregon OCA Media* **John Ehlke**, *Production Manager, West Bend Community TV*
1:30 – 2:15 PM	*Choosing remote broadcasting equipment and strategies for producing successful live remote broadcasts*	There are so many options for choosing equipment to shoot live remote broadcasts. Whether you're in a big center or doing it all by yourself, picking the right stuff (cameras, tripods, cables, live encoders, etc.) can open up a world full of choices. Our panelists will tell you what they use and more importantly why they chose what they use, as well as answer your questions.	**Ross Rowe**, *Multimedia Coordinator, EGTV, Village of Elk Grove, IL* **Jim Knightwright**, *Operations Coordinator, CAN TV Chicago* **Patrick Cook**, *Technical Services Manager, Nine North, Roseville, MN*
2:30 – 3:15 PM	*Planning, managing, and troubleshooting livestreamed events*	Live streaming local events is a great way to bring more eyeballs to your content. But like any technology, pitfalls abound. Our panelists will talk about what they do to set up their live events and troubleshoot when necessary. We'd also like attendees to tell us what they're doing in their communities and how well it works.	**Ross Rowe**, *Multimedia Producer, EGTV, Village of Elk Grove, IL* **Patrick Cook**, *Technical Services Manager, Nine North, Roseville, MN*
2:30 – 3:15 PM	*Step out from behind that camera and make a name for yourself!*	How these media centers are building their brand in the communities they serve in order to expand their audiences on cable and online.	**Jeff Robbins**, *Director, Sun Prairie Media Center* **James Wyngaard**, *Executive Director, Rice Lake Community Media*
3:30 – 4:15 PM	*Taking Livestreaming to the next level: Integrating graphics with live video productions*	Livestreaming is all-the-rage on social media platforms. Integrating graphics in livestreamed productions is all-the-challenge for both independent producers and PEG media centers. Live sports is one high-profile place where viewer excitement is enhanced when graphics are embedded into the game coverage. Dave Ruhland will give a rich overview of how he embeds graphics as he covers a game. There will also be a demo of the JVC Sports Camera, which integrates graphics easily into livestreamed coverage.	**Dave Ruhland**, *Community Media Manager, Reedsburg Utility Commission*
3:30 – 4:15 PM	*Making it work: Creating a successful production when integrating in-person and Zoom participants*	Many productions are continuing to be shot with one foot in the real world, and one foot in the virtual world and it's likely to continue for some time. This workshop will discuss how to set up a production, whether it's in a meeting room or in the field, to get the best quality results.	**Tom Loppnow**, Television Production Specialist, City of Milwaukee, City Channel 25 **Paul Karczewski**, City Channel Manager, City Channel 25 **Derek Westby**, Senior Network Administrator, City of Stoughton

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WCM Annual Meeting and ACM Midwest Member Meeting with a national public policy update   4:30 – 5:15 PM

We begin with an update on legislative efforts on the national and state levels and other policy-related news. WCM members will learn who has been elected to serve on the 2022-2023 WCM Board and how the Board is planning to involve members in its legislative strategy.

Jake Timm, *President, Wisconsin Community Media;* **Mary Cardona**, *Executive Director, Wisconsin Community Media;* **Jim Knightwright**, *Chair, Midwest Region of the Alliance for Community Media;* **Mike Wassenaar**, *President and CEO of the Alliance for Community Media*

Exhibitors Reception   5 – 6:30 PM

Best of the Midwest Media Fest Banquet and Show   6:30 – 10 PM

FRIDAY

REGISTRATION   8 – 8:30 AM   EXHIBIT HALL IS OPEN from   9 - Noon

BREAKFAST and ROUNDTABLES   8:30 – 9:45 AM

Peer Roundtables on Broadcast Servers: Where PEG Centers and Independent Producers Meet
For media centers: This roundtable discussion offers the opportunity for media center staff to talk about their experiences with different broadcast servers. Each table will be facilitated by a media center staff person who uses a particular server. This workshop is not a feature-packed sales seminar for the different broadcast servers. Rather, the emphasis will be on how well different types of servers are meeting the broadcast needs of PEG centers and the real-world challenges that remain.

Derek Westby, *Senior Network Administrator, City of Stoughton, WI (Telvue);* **Boyce Johnson**, *Digital Media Supervisor, City of Madison (Cablecast TV);* **Alan Luckett**, *Production Coordinator, JATV, City of Janesville (Castus);* **Ross Rowe**, *Multimedia Administrator, Elk Grove Village, IL (Leightronix).*

For producers: Independent Producers will learn how their programs are being distributed by WCM through MediaFire, how to promote their programs to WCM's 53 media center members using WCM's Forum, and what WCM's media centers are looking for in an "imported" show.

Mary Cardona, *WCM Executive Director;* **Jake Timm,** *President WCM and Operations Coordinator, Oshkosh Media, City of Oshkosh*

BREAK 9:45 - 10:15 AM

CONCURRENT WORKSHOPS 10:15 – 1:15 PM

10:15 – 11:05 AM	***It's the Audio, Stupid! How to get quality sound to make your productions worth watching***	Most media professionals know that capturing video is the easy part. Getting good audio is where most of the potential pitfalls lie. This workshop will cover everything from complex set-ups at news conferences and arts performances to getting the best sound when shooting with mobile devices.	**Boyce Johnson**, *Digital Media Supervisor, City of Madison;* **Alan Luckett,** *Production Coordinator, JATV, City of Janesville;* **TBA**
10:15 – 11:05 AM	***Making the case for community television.***	Do you have your elevator speech ready to inspire the uninitiated? Learn how to talk about the mission of your organization and the contribution you make to win over your audience and help them feel invested in your success.	**DeAnne Boegli**, *Vice President of Corporate Communications at WPS Health Solutions;* **Theresa A. Knipe**, *Director of Excel Center High School, Gary Campus at Goodwill Excel Center, Gary, Indiana;* **Janice Newman**, *Producer, Y? Why Not! Show!, Moderator*

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CONCURRENT WORKSHOPS 10:15 – 1:15 PM   continued...

Time	Title	Description	Presenter
11:20 – 12:10 PM	*Advanced field lighting workshop*	Lighting for video in the field has always been a challenge. Windows in the wrong place, electrical circuits that are too weak, tight spaces and noisy fluorescent lights are some of the many problems you may run into. Our man from Barbizon Lighting will help you to get your field video looking its best!	**Ned McGregor**, *Lead Sales Manager, Barbizon Lighting, Chicago, IL*
11:20 – 12:10 PM	*Beyond Franchise Fees: How to diversify your media center's revenue sources*	As cable TV continues to lose subscribers, chances are your media center can't survive on franchise fees alone. This workshop explores some ways to bring in additional revenue without weighing down your already-swamped staff with lots of additional work.	**Dana Healy**, *former Executive Director of NineNorth, current Vice President of Cablecast Community Media;* **Rachel Packard**, *Production Manager, Sun Prairie Media Center, Sun Prairie;* **Jimmy Kauffman**, *President/CEO of the Bank of Sun Prairie*
12:25 – 1:15 PM	*How to think like an award-winning editor of short features*	Our speakers discuss how they approach a project from inception to production, to the editing room where images, live sound and enhancements all come together to create an engaging story.	**Hailee Boston**, *Programming Coordinator, Eagan Television, Eagan, Minnesota;* **Jesse Wilson**, *Owner, Jesse Wilson Productions, Beaver Dam, Wisconsin*
12:25 – 1:15 PM	*Seeing video as 1's and 0's*	How to set up your media center's IT infrastructure to support your current and future digital needs. The focus will be on your in-center IT with some time on mobile networking options.	**Derek Westby**, *Senior Network Administrator, City of Stoughton*

CLOSING LUNCHEON   1:30- 3 PM

BUILDING THE FUTURE OF MEDIA: EXPANDING BROADBAND INFRASTRUCTURE AND FILLING THE GAP IN LOCAL NEWS COVERAGE

EXPANDING BROADBAND INFRASTRUCTURE   Federal and State Governments are now investing billions in subsidizing the creation of broadband infrastructure where it's needed. Learn where the State of Wisconsin has identified broadband needs, how the Public Service Commission is managing the application process for infrastructure grants, and what the PSC's goals are for the program.

Jaron McCallum, Strategic initiative Coordinator, Wisconsin Broadband Office, Public Service Commission of Wisconsin

FILLING THE GAP IN LOCAL NEWS COVERAGE: A PROPOSAL   For the last 20 years, the Internet has demolished the advertising-based business model for profit-driven local journalism, whether in traditional newspapers or online. There is nothing to suggest successful for-profit local journalism will ever return. Local journalism barely exists any longer. Corruption, cynicism, pessimism, conspiracy theories and fascist movements are growing by leaps and bounds. If a democracy depends on a well-informed citizenry to make good decisions about governance, then where does the United States stand today? Is it time for public funding of local non-profit independent and uncensored news media?

*John Nichols, Associate Editor, **Madison Capital Times**; National Affairs Correspondent, **The Nation***
Prof. Bob McChesney, Department of Communication, University of Illinois at Urbana-Champaign. Co-founder of Free Press.