



Thursday and Friday, May 4 & 5, 2023

Park Hotel, Madison, Wisconsin

Sponsored by

Wisconsin Community Media and the Midwest Region of the ACM

THURSDAY

REGISTRATION 8 – Noon

Mezzanine

OUR EXHIBITORS:

EXHIBITORS 11 – 6:30 PM

Hall of Wisconsin

Castus, Keycode Media, TelVue, Municipal Captioning, Cablecast TV

THURSDAY PRECONFERENCES 9 – 11 AM

9:15–
11:00

Roundtable on Community Journalism

Hall of Wisconsin

Are you interested in delving into community journalism? Would you like to see your media center fill the gap in local coverage left by the decline of traditional newspapers? Join us for a discussion about what it takes to get a community news show off the ground and sustain it week after week.

Moderator: **Mary Cardona**, Executive Director, WCM

Dan Presser, Anchor of the Sun Prairie News

Jeff Robbins, Director, Sun Prairie Media Center

Jeremy Crosby, Director, Fitchburg FACTv Talking Fitchburg

Tom Loucks, Communications Director, City of Marshfield

Dee Hall, Managing Editor, Wisconsin Watch

John Schroeder, Director of Program Production, WisEye

9–
9:50 AM

Basic Audio Workshop

Capitol East

The best way to get great audio is use the right equipment in the optimum way. This workshop will teach you what you need to find out before a shoot, what audio equipment you will need for different types of settings, and how to integrate smart pads and phones with traditional equipment.

Dave Ruhland, Chief Streaming Officer, Mediastream, Reedsburg

Alan Lockett, JATV Media Services Director, City of Janesville

10 –
11 AM

Basic Lighting Workshop

Capitol East

This basic workshop demonstrates how to set up a well-lit situation both inside and outside. We will talk about 3-point lighting, bounce lighting, thinking about the sun, using backlighting to your advantage, and how to assess the lighting situation when you do your pre-production planning. Also covered: lighting equipment options including low-cost LED lighting,

Jesse Wilson, Owner, Jesse Wilson Productions, Beaver Dam, WI

Dave Ruhland, Chief Streaming Officer, Mediastream, Reedsburg

10 –
11 AM

LPFM Radio Meeting

Capitol West

The Annual LPFM Radio Meeting. – AGENDA --

1. Station Updates;
2. Presentation on radio underwriting;
3. Streaming music limitations;
4. Handling improper content on live meetings and programming;
5. Streaming stats - What programming does well?
6. Demo of Podbean for podcasting.

Josh Werner, Director of IT & Community Media, City of Waupaca and LPFM Group Coordinator

Randall Davidson, Senior Lecturer Emeritus, UW-Oshkosh, former President of the Board of Directors of WMUU-LP.

THANK YOU to our Luncheon Sponsors!

Castus, TelVue, Cablecast TV, Yellowtec,

KeyCode, and Municipal Captioning

WELCOME LUNCHEON Noon Hall of Wisconsin

Jake Timm, President, WCM Ross Rowe, Chair, Midwest Region of the ACM

Cynthia Schuster, City of Madison Fire Department Public Information Officer

KEYNOTE 12:45 PM

Creating a local news environment that works.

Mark Treinen, Editor, The Cap Times newspaper





Thursday and Friday, May 4 & 5, 2023

Park Hotel, Madison, Wisconsin

Sponsored by

Wisconsin Community Media and the Midwest Region of the ACM

THURSDAY CONCURRENT WORKSHOPS 1:30 PM – 4:00 PM

1:30 – 2:30 PM

Social Media Strategy and Using Analytical Tools

First we examine the role of social media in the social sector and explain how to use it strategically for marketing, communications, and advocacy. Then the session provides a step-by-step tour of the analytical tools available on Facebook and Instagram and how you can use them to improve your reach.

Bryce Lord, Professor and Associate Director, Helen Bader Institute for Non-Profit Management

Stephanie Miller, Communications & Technology Director, Village of McFarland

Capitol West

1:30 – 2:30 PM

Advanced Audio: Capturing and Mixing Musical Performances

This session will discuss different techniques and equipment for capturing live musical performances. Multi-track recording will be the focus. The presenters will walk through the mixing of a multi-track recording session.

Alan Lockett, JATV Media Services Director, City of Janesville

Derek Schyvinck, Owner-operator at Gemini Music Studios and President at WADR 103.5 FM Janesville Community Radio

Capitol East

2:30 – 3 PM Networking Time and Exhibitor Visits

3– 4 PM

Disentangling the Rules and Regulations for Cable TV and Streaming

This workshop tackles the different laws governing cable television and the Internet including music copyright, closed captioning, fair use, and creative commons licensing. Bring your questions. What rights do cities have as producers? What about community producers?

Atty. Kohel Haver, Verite Law Company, Portland, OR

Capitol East

3– 4 PM

The Fundamentals of Grant Writing

Grant writers share how to write an effective grant.

Theresa A. Knipe, Director of Excel Center High School, Gary Campus at Goodwill Excel Center, Gary, Indiana

Bryce Lord, Professor and Associate Director, Helen Bader Institute for Non-Profit Management

Capitol West

Capitol East

WCM Annual Meeting and ACM National Public Policy Update 4:15 – 5:00 PM

This year's Agenda includes a presentation on our new Program Sharing Platform and a Federal Policy Update.

Jake Timm, President, Wisconsin Community Media; **Mary Cardona**, Executive Director, Wisconsin Community Media; **David Ballerstein**, Communications Specialist, Marshfield Broadcasting; **Ross Rowe**, 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 Hall of Wisconsin



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

THANK YOU to our Banquet and Show Sponsors! YellowTec, Municipal Captioning, and Keywest Technology



Thursday and Friday, May 4 & 5, 2023

Park Hotel, Madison, Wisconsin

Sponsored by

Wisconsin Community Media and the Midwest Region of the ACM

FRIDAY

REGISTRATION 8 – 8:30 AM Mezzanine

EXHIBITORS 9 - Noon Hall of Wisconsin

BREAKFAST 8:30 – 9:45 AM *Hall of Wisconsin*

The Campaign to Modernize PEG Carriage - Progress Report; Next Year's Priorities

THANK YOU to our Breakfast Sponsors!
Municipal Captioning, VSA, and Keycode Media

This last year WCM and its members started working together to promote the HD upgrade of Wisconsin's PEG channels. We will report on how the campaign is progressing and how members can be involved. We also plan to have a lively discussion about what has worked to build awareness of community media and next year's organizational priorities, based on the results of a recent member survey.

Stephanie Miller, Communications & Resources Chair; **Boyce Johnson**, Public Policy Chair; **Mary Cardona**, Executive Director, WCM; **Jake Timm**, WCM President

9:45 - 10:15 AM Hotel checkout and Visit the Exhibitors!

FRIDAY CONCURRENT WORKSHOPS 10:15 – 1:15 PM

10:15 –
11:00 AM

How to Become Invaluable to City Departments

Capitol East

The relationship between PEG access facilities and municipalities should always be strong in order to better serve their communities. Becoming invaluable to city departments such as police, public works and city administration by producing video and providing A/V services strengthens that bond. Our panel will look at those relationships from the viewpoint of both a city video department and a non-profit PEG operation.

Ross Rowe, Multimedia Administrator, Village of Elk Grove Village, Illinois – EGTV, Moderator

Howard Kleinstein, Director of Communications, Village of Mount Prospect, Illinois

Scott Mealiff, Program Director, WSCS Sheboygan Community Television, Sheboygan, Wisconsin

Paul Zwicker, Executive Director, Oregon OCA Media

10:15 –
11:00 AM

Comparing Notes: Charter Spectrum's Tenuous Offer to Carry PEG in HD – For a Price

Capitol West

Several municipalities have expressed interest in upgrading to HD, but have mostly been unsuccessful so far. What we've learned over the last few years about these offers and how to deal with them in light of Wisconsin law.

Mary Cardona, Executive Director of WCM

Jake Timm, Operations Coordinator, Oshkosh Media, City of Oshkosh and WCM President

Boyce Johnson, Digital Media Supervisor, City of Madison; WCM Public Policy Chair



Thursday and Friday, May 4 & 5, 2023

Park Hotel, Madison, Wisconsin

Sponsored by

Wisconsin Community Media and the Midwest Region of the ACM

FRIDAY CONCURRENT WORKSHOPS 11:15 – 1:00 PM

11:15 –
12:00 PM

Serving the Dual Missions of Public and Government Access Successfully

Many centers are challenged by serving both Government and Public missions. This workshop will provide tips on how to nurture community-based productions while being mindful of limited resources.

Tom Loucks, Director of Communications, City of Marshfield, Marshfield Broadcasting

Jake Timm, Operations Coordinator, Oshkosh Media, City of Oshkosh

Capitol West

11:15 –
12:00 PM

Do You Need a Cable Channel?

Can the PEG mission be served without cable? How do OTT, social media, and apps change how we serve the PEG mission? In this session we'll discuss these questions and more, including new revenue, physical and financial underpinnings of a stream-only channel, allaying fears; the value of a cable channel, and how if we lose a cable channel, how do we keep doing what we are doing through other means?

Ross Rowe, Multimedia Administrator, Village of Elk Grove Village, Illinois – EGTV, Moderator

Mike Wassenaar, President and CEO, Alliance for Community Media

Dave Ruhland, Chief Streaming Officer, Mediastream, Reedsburg

Mark Lundeen, Hayward TV; Marketing and Member Services Administrator, Wisconsin Community Media

Capitol East

12:15 –
1:00 PM

Live Production Switchers and Equipment

This session will review field/studio switchers that have become standard for PEG TV production, streaming, and broadcast: Tricaster 2 Elite, Blackmagic ATEM, YoloBox switchers. Software-based alternatives vMix and OBS will also be discussed.

Josiah Wampfler, Programming Manager, Oregon OCA Media

Dave Ruhland, Chief Streaming Officer, Mediastream, Reedsburg

Alan Luckett, Janesville JATV Media Services Director

Capitol West

12:15 –
1:00 PM

What Makes a Social Media Post Go Viral?

How can you tap into natural curiosity and inject more fun into your posts to boost likes, comments, and shares.

Nick Faust, Communications Specialist, City of Janesville, Wisconsin

Janice Newman, Producer/Host, Y? Why Not! Show

Capitol East

CLOSING LUNCHEON 1:30- 2:45 PM

Hall of Wisconsin

Roundtable: *Giving Young People a Chance to Become Passionate about Local Media Creation*

There is a lot of talent rising up from our schools. PEG media centers have always played a role in giving young people an opportunity to enhance their skills, work with professional equipment, experiment with their ideas, and become active in their communities. During this session, we will hear from young people who are involved today, the media center managers who are giving them a chance, and from you!

Moderators: **Kevin Bargender**, Director of Digital Media, WTCO, Trempealeau County; **Jim Knightwright**, Training Manager, CANTV, Chicago. **Panelists:** **Ben Becks**, Media Producer, WMCF Village of McFarland; **Will Nimmow**, Director, Monona Community Media; **Jeff Robbins**, Director, Sun Prairie Media Center; from Rice Lake Community Media: **James Wyngaard**, Director; **Ivo Morey**, Video Technician; **Amir Azihoune**, Intern; **Karen Anderson**, Training Coordinator, CAN TV, Chicago.