

# WISCONSIN COMMUNITY



# MEDIA

*Supporting community expression through media since 1998*

## ***Benefits of Membership***

Wisconsin Community Media offers **Member Stations, Independent Producer Members, Friends, and Emeritus Members** the following benefits:

- **Monthly eNewsletters.** WCM's **Member Update** features stories about WCM activities and Wisconsin PEG stations, and provides updates on the latest local, state and national news about community television and telecommunications. The **Member Update** is designed to keep Wisconsin community media professionals informed, inspired, and in touch.
- **Program sharing.** WCM's program sharing system went digital in Fall 2014 with the use of MediaFire. Station members are heavily using the service to upload and download programming for play on channels all around the state. This service is also available to Friend and Associate members of WCM that are producing programming.
- **Lobbying.** On the federal level, WCM supports the CAP Act. The Community Access Preservation Act would allow cities to once again require dedicated support for community television from video providers. We hope to gain the support of Wisconsin's entire delegation and in the process, help them appreciate the great things community television is doing in their districts. This year we are launching a promotional quarterly that will be distributed to legislators.
- **Workshops and Conferences.** WCM holds a two-day conference each spring at a conference center and a one-day workshop each fall at a community television station. Members attend at the discounted member rate. **In 2016, the Spring Conference, Video Festival and Equipment Exhibit will be held at the Sheraton Hotel in Madison on Thursday and Friday April 28 & 29.**
- **Video Fest.** Our annual Video Fest gives professional and amateur community television producers a chance to showcase their programs and receive valuable feedback. Producers are rewarded with trophies, plaques, and certificates and stations use the Fest awards to promote their stations, as well as to reward producers. The Fest is open to non-members, but members receive a discount. As a station member, all programming cablecast on your station may be entered at the member rate. For the second year in a row our Fest is open to producers in a nine-state area. **Deadline to enter is January 19, 2016.**
- **Information and referral.** Do you have a question? Our Executive Director, Mary Cardona, will answer your PEG-related questions, connect you with another member who can, or refer you to an outside source. Mary has worked professionally in the field of community television for nearly 30 years, as a producer, community media center manager and a telecommunications consultant to cities.
- **Interactive Searchable Website.** WCM believes one of the best ways to support our member stations is to promote their use. The public can now use our home page search tool to find and contact a member station near them. (Non-member stations are listed for the public with just the station and contact name.) Our members can search our database for any station in Wisconsin. The

database houses a lot of details about each one. All registration for the Fest, Conferences, and Membership is now online. Members also have access to a library of information.

- **Member surveys.** WCM now has an ongoing survey in the form of member station profiles. These profiles will contain all the basic information you might want to know about other community media centers in the state. Targeted surveys gauge member interest in conference topics and every 3 years WCM conducts a salary survey.
- **Member Listserv, Forums, and Interest Circles.** Members can reach the group with a single e-mail and discuss technical and management issues, sell equipment, debate policy, and offer programming. Using our association management website, members can log-in and join or drop subscriptions simply by editing their options in the profile area. Members also interact with each other using Forums organized by subject and Circles, smaller communication groups based on region or topic (like low-power radio).
- **Promotion and Outreach.** People can sign up for our mailing list on our website's home page and receive occasional mailings about our events and significant news. For those who want to be more involved, they can join as Friends for \$25/year and receive all the benefits of membership except voting rights (not open to anyone associated with a Wisconsin station).
- **Connections to national community television organizations.** WCM enjoys close relationships with the national and Midwest Region of the Alliance for Community Media, the National Association of Telecommunications Officers and Advisors, and American Community Television.
- **Collaboration.** Through WCM, our 51 member stations act together to protect and grow community television. As a member of WCM, you will be first to know when a situation is developing and you will be a valuable part of the group that takes action together.
- **The knowledge that you are supporting community media.** While this list details how you and your station will benefit, the best benefit may be knowing you are supporting community media.

Station Memberships include all media center staff (volunteer and paid), commission members, city and school officials, and producers who pay a membership fee to the station.

Emeritus Members are named by media centers to honor the career of a community television professional that has served their media center and the community access community generally over a span of years and is now retired from the field. Emeritus members can serve on the Board of Directors and can vote at annual membership meetings. Members named by the WCM Board of Directors to the WCM Hall of Fame are also named Emeritus members.

Producers, see more about your benefits [here](#). (You can be a part of WCM as an Associate Member, an Independent Producer Member or as a Friend.)