**Wisconsin Community Media**
Mary Cardona, Executive Director
4209 Bagley Parkway
Madison, WI 53705

# The WCM Spring Conference and Video Fest

Holiday Inn Hotel and Conference Center • Marshfield, Wisconsin
Thursday, May 3 and Friday, May 4, 2012

*This Year's Exhibitors….*

ALPHAVIDEO the visual communications experts

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# BURSTING OUT of the confines of cable

COMMUNITY MEDIA

Wisconsin Community Media 2012 Spring Conference

## Thursday, May 3

**9 - 12** **REGISTRATION**

**9 – 11** **PRE-CONFERENCE SESSION 1: Reaching out to your community with WCM's Joomla website, Constant Contact, and GovDelivery.** WCM's Joomla website has made a home for YOUR station that you can use to promote your channel and website. You can add articles, videos, documents, and pictures easily from your desk. This tutorial shows you how. We'll also demonstrate Constant Contact's newsletter product. GovDelivery, a website service, will be here talking on the topic: "The benefits of maximizing digital communication with citizens." *Presenters:* ***Pat Moore****, GovDelivery; Constant Contact representative;* ***John Foust****, Jefferson Community Television; and* ***Ryan Marquart****, Pleasant Prairie Television.*

**PRE-CONFERENCE SESSION 2: Tightrope User Group** (not just for Tightrope users). This workshop reviews and demonstrates the latest features and capabilities of Tightrope products including advanced features not covered during the original product training such as auto scheduling, batch scheduling, auto-fill of gaps, show series creation and scheduling, the new capabilities of Cablecast 5.0, and future features coming in 5.1 and 5.2. *Presenter*: ***Tom Walsh****, Media Control Systems.*

**11** **EXHIBITOR FAIR OPENS**

**12 – 1:30** **OPENING LUNCHEON**

**Welcome!** *WCM President,* ***Deb Brunett*** *and Marshfield Mayor,* ***Chris Meyer***

**Presenting AVI Systems** – ***Tom Sibenaller***

**A Report on the State of Wisconsin Municipalities – *Curt Witynski,*** *Assistant Director, Wisconsin League of Municipalities*

**How Community Media Can Build Successful Partnerships with Local Government** – ***Steve Barg****, Marshfield City Administrator*

**1:30 – 1:50** Break

**1:50 – 2:55**

**WORKSHOP 1 – The ABCs of Production in the Year 2012**

Video production technology may be rapidly changing, but the ABCs of video production will always be the bedrock of great work. During this session, we will take on the challenge of today's technology by combining your existing skills with new techniques and tricks of the trade to help all levels of videographers enhance their video production mastery.

*Presenter:* ***Jeremy Crosby,*** *Video Production Instructor, Madison College, owner of Moonstruck Media, and FACT-TV Community Media Services Supervisor*

**WORKSHOP 2 – PEG is Not Just a Channel when it's an On-Demand World**

With the ever-expanding bandwidth of the Internet and increased use of mobile media devices, PEG TV channels need to look at other delivery methods. Vendors and PEG producers will discuss the current variety of content delivery methods and possible future trends. Topics will include streaming, on-line video, use of mobile devices for viewing, and more.

*Moderator:* **Alan Luckett**, Whitewater Community TV
*Presenters*: **Mike Pouh**, Alpha Video, **Wes Dixon**, Key West, Representative, Leightronix

**2:55 – 3:10** Break

**3:10 – 4:15**

**WORKSHOP 1 – Equipment Investment – Moving Forward Wisely**

What are the best decisions I can make faced with emerging technologies and budget considerations? What's the best bang for my buck? Is it possible to retrofit my equipment with new technology to stretch my budget? These are questions that are constantly on the minds of community media managers. Join us as we discuss moving forward wisely.

*Moderator:* ***Bonny Lundy****, Fitchburg Access Community TV*
*Presenters:* ***Tom Sibenaller****, AVI Video and* ***Joe Eckberg****, Camera Corner*

**WORKSHOP 2 – Effective Use of Social Media**

Participants will learn how to effectively use social media to
(1) connect with their community
(2) engage their community
(3) build and maintain a relationship with their community, and
(4) turn that relationship into one that is mutually beneficial for all parties involved.

*Moderator:* ***Deb Brunett****, Merrill Area Public Schools*
*Presenter:* ***Genia Stevens****, Social Media Marketing Strategist*

**4:15 – 4:30** Break

**4:30 – 5:15** **TOUR of Marshfield Community Television** Join Dan and his staff for a tour. Transportation provided.

**5:15 – 5:30** Break

**5:30 – 6:30** **EXHIBITORS RECEPTION** *also -* Final bidding on Silent Auction items (WCM fundraiser)

**6:30 – 10** **VIDEO FEST BANQUET and AWARDS SHOW** *also -* Presenting **Alpha Video** – Mike Pouh; Silent Auction winners

# Friday, May 4

**7:45 – 9** **REGISTRATION**

**8 – 12** **EXHIBIT HALL OPEN**

**8 - 9** **BREAKFAST**

**Forging local bonds (Regional Meet and Greet)** Do you know the directors of the stations near you? When is the last time you talked? Regions sit together and discuss the best ways to network and learn from each other all year long.

**9 – 9:30** **Break**

**9:30 – 10:15** **WORKSHOP 1 – The Gift of Speech – Political, Commercial, and Copyrighted Works**

We are in the business of speech and we must be virtuosos at handling all kinds whether we work for a school district, a municipality, or manage public access. To provide useful content for our communities we need to know the real limits of speech on PEG. This workshop is designed to help you make policies to guide you in the decision "to carry or not to carry."

*Presenters:* ***Atty. Stephen Guzzetta,*** *Bradley & Guzzetta, Minneapolis;* ***Mike Wassenaar****, Executive Director, St. Paul Neighborhood Network*

**WORKSHOP 2 – Getting Ready for Low-Power Radio**

A rare window to get a low-power radio license is likely to open this fall. What is involved in getting a license? Why do you need "community buy-in" and how do you get it? What is the initial capital outlay and what is the operating budget required to sustain a station?

*Moderator:* ***Dan Kummer****, Marshfield Community Television*
*Presenters:* ***Jeff Rousset****, Prometheus Radio Project and* ***Dan Drumm*** *of Eau Claire's low-power radio stations WHYS 96.3 and WIEC 102.7*

**10:15 – 10:30** **Break**

**10:30 – 11:15** **WORKSHOP - Capturing news**

Community television is good at documenting meetings, community events, and providing studio space for talk shows, but we don't normally go after the news story. Our presenters will talk about their experiences in capturing news-making events, Lucien focusing on how a community television station is helping collect news coverage, Dan talking about how news-gathering organizations use high-quality, lightweight gadgets to get the news to the web fast, and Daniell talking about a new product that uses cell towers to send high-quality video back to stations. *Presenters:* ***Dan Young****, photojournalist, Wausau Daily Herald,* ***Lucien Matheron****, Wisconsin Uprising Archive project,* ***Daniell Krawczyk****, PEG Sales Manager, LiveU*

**11:15 – 11:25** **Break**

**11:25 – Noon** **ANNUAL MEMBERSHIP MEETING –** President **Deb Brunett** chairs this meeting featuring board election results, annual finance report, Executive Director and Committee presentations, member feedback and discussion of next year's goals.

**12 – 12:15** **Break**

**12:15 – 1:45** **CLOSING LUNCHEON** (Exhibitors announce the raffle winners - must be present to win!)

**Presentation of 2012 Friend of Access Award to U.S. Representative Tammy Baldwin –** Keith Nevitt, Field Representative
**Public Policy Report** - **Attorney Stephen Guzzetta,** Bradley & Guzzetta, Minneapolis, and American Community Television board member, updates us on the CAP Act, federal telecommunications legislation, FCC rulemakings, and state news.

**1:45 – 1:55** **Break**

**1:55 – 2:45** **WORKSHOP 1 – Resolving Signal Problems**

Is your channel plagued with reception problems? Whether your channel is on an analog frequency or distributed digitally, interference has a tell-tail pattern that technical experts understand. *Bring samples to get your problem diagnosed* and learn something about signal flow, compression, and sources of interference along the way.

*Presenters:* ***Dave Devereaux-Weber****, P. E., Cable systems engineer and UW-Madison Department of Information Technology networking specialist.*

**WORKSHOP 2 – Marketing Your Channel**

Small stations and large stations -- we all have a challenge when it comes to branding, targeting our audience, and competing in a world of hundreds of cable channels and countless websites. Find out how to effectively prioritize and utilize your staff, your technical resources, and local organizations and businesses to make your station more visible.

*Presenters:* ***Dan Kummer*** *and* ***Jay Holbrook****, Marshfield Community Television and Vidcom;* ***Tom Loucks****, River Cities Community Television*

**2:45 – 3:00** **Break**

**3:00 –3:30** **WCM BOARD MEETING –** Agenda: Conference review, Election of Officers, Preliminary discussion of goals, Set retreat date.

***Recognizing the WCM 2012 award winners!***

**Friend of Access –** *Congresswoman Tammy Baldwin*
**Hall of Fame Inductee –** *John Jordan, former director Wausau Area Access Channels*

# ✓ 2012 WCM Conference Registration Form ✓

*Please use a separate registration form for each conference attendee.*
*Fillable PDFs of this form and PayPal can be found at www.wisconsincommunitymedia.com under Events-Spring Conference.*

Name and Title _____

Name of Organization _____

Address _____

City/State/Zip _____

Telephone _____ E-mail _____

REGISTRATION

✓**Full Conference Registration May 3 & 4** (includes Thursday Opening Luncheon; Thursday evening Video Fest Reception, Banquet, and Show; Friday Breakfast; Friday Lunch; all workshops; the MCTV tour; and the Vendor Exhibition Hall.)

*Please check as appropriate:*

❑ WCM or ACM Member Station staff volunteer, or producer — $165 ($180 after April 18 postmark deadline)

❑ Non-Member — $215 (no late fee)

Banquet: ❑ Sage-stuffed chicken breast ❑ Tomato-basil marinated sirloin ❑ Spinach Lasagna

Other meals: ❑ Vegetarian

✓**One-Day Registration** (includes *all* meals for the day registered)

❑ **Thursday May 3 Day Pass** ❑ $115 (mbr) ❑ $130 (non-mbr) Meals: ❑ Vegetarian

Banquet: ❑ Sage-stuffed chicken breast ❑ Tomato-basil marinated sirloin ❑ Spinach Lasagna

❑ **Friday May 4 Day Pass** ❑ $115 (mbr) ❑ $130 (non-mbr) Meals: ❑ Vegetarian

GUEST SINGLE EVENT TICKETS

✓**Thursday Opening Luncheon** (includes access to Exhibitor Fair)

❑ $25 (mbr) ❑ $35 (non-mbr) Name _____ ❑ Vegetarian

❑ $25 (mbr) ❑ $35 (non-mbr) Name _____ ❑ Vegetarian

❑ $25 (mbr) ❑ $35 (non-mbr) Name _____ ❑ Vegetarian

✓**Thursday Video Awards Banquet, Fest & Show** (includes access to Exhibitor Fair & Reception)
(For more complete banquet food descriptions, see the full-conference registration above.)

❑ $39 Name _____ ❑Chicken breast ❑Sirloin ❑Spinach Lasagna

❑ $39 Name _____ ❑Chicken breast ❑Sirloin ❑Spinach Lasagna

❑ $39 Name _____ ❑Chicken breast ❑Sirloin ❑Spinach Lasagna

**Marshfield Holiday Inn**

***Location:***
The Marshfield Holiday Inn Hotel and Conference Center is located east of I-94, west of I-39 & just north of State Hwy 10.

***Address:***
750 S. Central Ave., Marshfield WI 54449

***For Google directions:***
http://marshfieldwihotel.com/contact-us/

**Total Amount Enclosed**

Registration $_____

Guest Tickets $_____

TOTAL $_____

*Mail registration and payment to:*

**Deb Brunett**
WCM President/Treasurer
Merrill Area Public Schools
1201 N. Sales Street
Merrill, WI 54452
deb.brunett@maps.k12.wi.us

*Online registration and PayPal go to the Events/Spring Conference page*
www.wisconsincommunitymedia.com

**Conference Registration:** Registration forms and payment must be e-mailed or postmarked by **Wednesday, April 18** to receive the conference discount rate. Cancellations must be received by April 18 to receive a refund, minus a $25 processing fee. No refunds or meal reimbursements will be made for cancellations received after Monday, April 18.

**Questions? Cancellations?** Call Executive Director Mary Cardona at 608-215-5594 or e-mail exec@wisconsincommunitymedia.com.

**Hotel Reservations:** To receive the discounted hotel rate of $90 plus tax for a standard king and $95 plus tax for a double queen, call the **Holiday Inn at 715-486-1500** by **Wednesday, April 18** and identify yourself with **Wisconsin Community Media**. Reservations received after April 18 will be filled as available at prevailing rates.

**Scholarships:** Three scholarships that reduce the cost of a full conference registration to $99 are available to staff, volunteers or producers from any Wisconsin public, education, or government access center with a budget under $50,000. Applications are available at www.wisconsincommunitymedia.com and must be received by **April 2.** Mail or Email to Deb Brunett. See contact information in box above. Applicants will be notified of the scholarship award on Thursday, April 5.

**PRODUCERS! SPREAD THE WORD ABOUT YOUR SHOW!** Bring DVDs! A table with a monitor and DVD player will be set up in the registration area for producers who would like to promote their programs to community television stations across the state.