



CASTing a BROAD Net

Spring Conference 2016
WISCONSIN COMMUNITY MEDIA
MIDWEST REGION OF THE ACM

Sheraton Hotel, Madison Wisconsin
Thursday and Friday April 28 and 29, 2016



LEIGHTRONIX



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TECHNOLOGY





**THURSDAY
APRIL 28**

CASTing a BROAD Net



9 – Noon Registration

11 – 6:30 Exhibitor Fair Open

9 – 11 Concurrent Pre-Conference Sessions

Drones! See how to use drones in your video production and learn about the latest drone regulations for hobbyists, commercial businesses, and government.

Atty. Russell Klingaman, Partner, Hinshaw & Culbertson LLP;
Ray Peterson, Principal Maintenance Inspector Federal Aviation Administration; **Peter Menet**, Commercial Drone Pilot, Dane County Regional Airport.

LPFM radio shoptalk: 1) FCC requirements – Filing reports, maintaining the public file and more; 2) How to deal with a producer who commits an FCC infraction; 3) Selecting live remote equipment; 4) Developing a mission statement to guide content selection; 5) How are PEG centers sharing and leveraging resources with LPFM?

Ryan VanLanduyt, Rice Lake Community Media/WYRL Radio; **Scott Williams**, Oshkosh Community Media/WOCT Radio; **Kevin Peckham**, Full Compass Sound; **Norm Stockwell**, Operations Manager, WORT Radio staff member.

Noon Welcome

Alan Luckett, Wisconsin Community Media President
Tina Wilson, Chair, Midwest Region of the Alliance for Community Media Mayor's Office representative, City of Madison
Lunch sponsors: Superior Access Solutions and Full Compass Sound

1 - 1:40 Keynote Presentation

John Nichols, Associate Editor of the *Madison Capital Times* and National Affairs Correspondent for *The Nation*
Bob McChesney, Professor, Department of Communication, University of Illinois at Urbana-Champaign

1:55 – 2:45 Concurrent Workshops Session 1

Ditch the Handout! Teach video to producers and staff using appealing new technologies. Learn how a Wiki can bring together written protocols, manuals, demonstration videos, and other training resources.

Chris Richter, Media Producer, City of Madison IT Media Team
Maggie Snyder, Media Producer, City of Madison IT Media Team

Go multi-camera! The latest in new and cost-effective remote multi-camera production equipment for the field and how access centers are using it to get out into the community and produce shows without a lot of post-production time.

Howard Kleinstein, Executive Producer, MPTV, Mount Prospect, Illinois; **Jeff Pulera**, Streaming Broadcast Solutions; **Will Nimmow**, Director and **Justin Janness**, Producer, Monona Community Television

3:00 – 3:50 Concurrent Workshops Session 2

SD/HD? For many access centers, balancing between the SD and HD formats is an everyday challenge. What are the technical and policy hurdles of each? Join us as we discuss producing and preparing video for distribution in both formats.

Ty Coleman, Media Production Services Coordinator, City Channel 4, Iowa City; **Nick Crandell**, Senior Inside Sales Representative, Leightronix; **Derek Crisler**, Cable TV Coordinator, City of Ames.

Coordinate your media strategy. Develop an effective institutional media strategy for your city or school district that incorporates your website, social media presence and "EG" access programming. Learn how media centers have built relationships with school and city partners, and how to brand or rebrand your center to promote the institutional media support side of your services.

Emily Makowski, Communications Coordinator, Oshkosh Community Media; and **Tina Wilson**, Community Television Operations Specialist, Burnsville Community Television, Minn.

4:05 – 4:55 Concurrent Workshops Session 3

Get savvy with social media! How to run a successful social media promotional campaign and how to use the new hot thing in social media: live streaming with Periscope and other tools.

Genia Stevens, President, Belwah Media; and **Tom Loucks**, Director, River Cities Community Access.

Attracting viewers to access. Use strategic programming practices and the Electronic Program Guide to attract viewers to your cable access channel. Find out how to get on the EPG of various systems, how to submit programming, and what kinds of approaches access managers use to attract viewers to their channels.

Derek Westby, Media Production Specialist, City of Stoughton Media Services Department/WSTO; **Jeremy Crosby**, Community Media Services Manager, FACTv Fitchburg; **Jeff Robbins**, Executive Director, Sun Prairie Media Center.

5:00 – 6:30 Exhibitors Reception Join us for refreshments and chat with Exhibitors!

6:30 – 10:00 Best of the Midwest Media Fest Banquet and Show Sponsored by Media Control Systems and Key West

WCM Hall of Fame Inductee: **Dan Kummer**, former Marshfield Community Television Director;

Friend of Access Award: **Olin Fimreite**, Host of *Discover Trempealeau County* and 21-year volunteer at Trempealeau County Community TV



CASTing a BROAD Net

FRIDAY
APRIL 29



8 - 10 Registration

9 – Noon Exhibitor Fair Open

8:30 - 10 Breakfast

Breakfast sponsor: Media Control Systems

Developing a successful community news program. PEG access centers typically don't try to produce original news coverage, yet a regular local news and issues program would fit perfectly with our mission. How did Urbana Public Television get its middle student-produced news program off the ground? What goes into researching, preparing and conducting a good interview? Can we use the citizen journalism idea to leverage this kind of programming?

Jason Liggett, Production Coordinator, Urbana Public Television, facilitator of the middle school student production, UMS Flash and John Quinlan, Producer and Host of Forward Forum, produced at the Sun Prairie Media Center.

10 – 10:30 Break Use this time to check out of your hotel room or stop by the exhibitors!

10:30 – 10:55 Annual Meetings

ACM Midwest Region Meeting

Midwest Region Chair Tina Wilson

WCM Meeting

President Alan Lockett

Executive Director Mary Cardona

11:00 – 11:30 Joint ACM – WCM Meeting

National Update: *Mary Van Sickle, ACM National Chair*

Public Policy Presentation: Funding PEG. Cities collect franchise fees on cable TV revenue that most expect will decline as Over-The-Top options increase. In some states like Wisconsin PEG fees have been outlawed. What's the future for funding?

Mike Wassenaar, ACM President and Atty. Mike Watzka, Kitch Attorneys and Counselors, Detroit

11:45 – 12:30 Concurrent Workshops Session 4

Knowing your way around "fair use." Learn when copyright restricts your use of video, images, and music and under what conditions you can apply "fair use" principles to use someone else's creation in your production.

Prof. Eric Hoyt, Associate Professor, Department of Communication Arts, UW-Madison; and Mary Cardona, Executive Director, WCM.

Attracting interns to PEG centers. How to work with colleges and universities to build an internship program that meets their needs and yours.

Derek Crisler, Cable TV Coordinator, City of Ames, Tina Wilson, Community TV Operations Specialist, Burnsville Community Television; Jim Mead, Director of UWW-TV, Director of Video One Media Services, Lecturer, Dept. of Communications, Advisor, Stars of Tomorrow Learning Community, UW-Whitewater.

12:45 – 1:30 Concurrent Workshops Session 5

The ever-expanding PEG center. Many access centers now serve many of the technical needs of their parent organizations. Meet three directors who have broad responsibilities and get some ideas for expanding your services to better serve the overall needs of your organization.

Derek Westby, Media Production Specialist, WSTO, City of Stoughton Media Services Department; Eric Redding, Communications & Technology Director, WMCF, Village of McFarland; and To Be Announced.

To charge or not to charge...What is our mission? Learn how Public and Government facilities added production for hire to their mission. What policy changes did they make? How did they determine what to charge? How did this new service affect personnel decisions, equipment purchases, and traditional access services?

Boyce Johnson, Media Team Leader, City of Madison IT Department Technical Services Division and Vel Wiley, MATA Community Media, Milwaukee.

1:45 – 3:15 Closing Luncheon

Stay for the Exhibitor Door Prize give-away!

Gazing into the "video" crystal ball... Most access centers, like Elk Grove TV, are serving cable cord-cutters with video-on-demand and streaming. How strong is the OTT competition to cable? What options do consumers have? What products are on the horizon? How are the courts and the FCC treating these new competitors in the video landscape?

Ross Rowe, Cable Production Coordinator, EGTV, Elk Grove Village, Daniell Krawczyk, Director of Broadcast Sales, Tightrope Media Systems, Mike Wassenaar, ACM President and Atty. Mike Watzka, Kitch Attorneys and Counselors, Detroit.

OUR SPEAKERS

Keynote Presentation: **John Nichols**, Associate Editor of the *Madison Capital Times* and National Affairs Correspondent for *The Nation* and **Bob McChesney**, Professor, Dept. of Communication, University of Illinois at Urbana-Champaign. Our speakers are authors of *The Death and Life of American Journalism*, *Communication Revolution*, *Tragedy & Farce*, and just published, *People Get Ready*.



Mary Cardona, Executive Director, Wisconsin Community Media, Madison

Ty Coleman, Media Production Services Coordinator, City Channel 4, Iowa City

Nick Crandell, Senior Inside Sales Representative, Leightronix

Derek Crisler, Cable TV Coordinator, City of Ames, Iowa

Jeremy Crosby, Community Media Services Manager, FACTv Fitchburg, Wisconsin

Eric Hoyt, Associate Professor, Department of Communication Arts, UW-Madison

Justin Janness, Producer, Monona Community Television, Wisconsin

Boyce Johnson, Media Team Leader, City of Madison IT Department, Technical Services Division

Howard Kleinstein, Executive Producer, MPTV Mount Prospect, Illinois

Atty. Russ Klingaman, Partner, Hinshaw & Culbertson LLP, Milwaukee

Daniell Krawczyk, Director of Broadcast Sales, Tighrope Media Systems, St. Paul

Jason Liggett, Production Coordinator, Urbana Public Television, Urbana, Illinois

Tom Loucks, Director, River Cities Community Access, Wisconsin Rapids

Alan Luckett, Media Manager, Whitewater Community Television, Board President, WCM

Emily Makowski, Communications Coordinator, Oshkosh Community Media Services, Oshkosh, Wisconsin

Jim Mead, Director of UWW-TV, Lecturer, Department of Communications, University of Wisconsin-Whitewater

Peter Menet, Commercial Drone Pilot, Dane County Regional Airport, Madison

Will Nimnow, Director, Monona Community Television, Monona, Wisconsin

Kevin Peckham, Full Compass Sound

Ray Peterson, Principal Maintenance Inspector, Federal Aviation Administration

Jeff Pulera, Sales Associate, Streaming Broadcast Solutions, Milwaukee

John Quinlan, Producer and Host of *Forward Forum*, a weekly public affairs program

Eric Redding, Communications & Technology Director, Village of McFarland

Chris Richter, Media Producer, City of Madison IT Media Team

Jeff Robbins, Executive Director, Sun Prairie Media Center, Sun Prairie, Wisconsin

Ross Rowe, Cable Production Coordinator, Elk Grove Village, Illinois

Maggie Snyder, Media Producer, City of Madison

Genia Stevens, President, Belwah Media, Beloit

Norm Stockwell, Operations Coordinator, WORT Community Radio, Madison

Mary Van Sickle, Executive Director, Dakota Media Access, Bismarck, and Chair of the Alliance for Community Media

Ryan VanLanduyt, Director, Rice Lake Community Television, Rice Lake, Wisconsin

Mike Wassenaar, President, Alliance for Community Media

Atty. Mike Watza, Kitch Attorneys and Counselors, Detroit

Derek Westby, Media Production Specialist, City of Stoughton Media Services Department/WSTO

Vel Wiley, Executive Director, MATA Community Media, Milwaukee

Scott Williams, Oshkosh Community Media/WOCT Radio

Tina Wilson, Community Television Operations Specialist, Burnsville Community Television, Minnesota; Midwest Region of the ACM Chair

REGISTRATION RATES	WCM / ACM Members	Non-Members	REGISTRATION is ONLINE <i>Go to the WCM website</i>
http://www.wisconsincommunitymedia.com			
Full Registration April 28 & 29 <i>(Includes Thursday Opening Luncheon; the Video Fest Reception, Banquet, and Show; Friday Breakfast; Friday Closing Luncheon; all the day's Workshops; Exhibit Hall)</i>	\$190 <i>(\$200 after April 20)</i>	\$260 (no late fee)	
Thursday-only Registration April 28 <i>(Includes Thursday Opening Luncheon; the Video Fest Reception, Banquet and Show; all Workshops; Exhibit Hall)</i>	\$135	\$155	
Friday-only Registration April 29 <i>(Includes Friday Breakfast; Friday Luncheon; all the day's Workshops; Annual Meetings; Exhibit Hall entry)</i>	\$115	\$135	
Luncheon only Tickets (Thursday or Friday) <i>(Includes Exhibit Hall Entry; note closing time on Friday)</i>	\$35	\$55	
Video Fest Banquet and Show Tickets <i>(Includes Exhibit Hall and Exhibitors Reception)</i>	\$45	\$45	
<p>Questions? Contact Mary at WCM at 608-215-5594 or exec@wisconsincommunitymedia.com</p> <p>Cancellations must be received by April 21 to receive a refund, minus a \$25 fee.</p>			