

## Nystrom & Markwardt: *Providing information accurately and from reliable sources*

By Breanna Speth, Acting Director  
Marshfield Community Television

Before the advent of smartphones, the Internet, and even VHS tapes, Marshfield residents Don Nystrom and Dean Markwardt realized the value of community television and got involved. Thirty years later, they're still producing and hosting shows and they know public access television has made a difference in Marshfield.



Nystrom served on the City's Common Council from 1976 -1986 and was the appointed member of the City's Cable TV Committee. "My mission at the time was getting people more interested in and part of the decision-making in the city," said Nystrom.

He quickly recognized the value of public access in informing and communicating with constituents. "I think we became, initially, the C-SPAN of Marshfield -- providing more in-depth information that was of use to people who had an interest."

"Prior to that, the town existed on a limited amount of information, on newspapers or rumors...and the rumors were probably 75% of the information people got."

Markwardt first got involved with local TV through the school district in 1974. As Director of Learning Resources, he produced educational programs and advised a student club called "The Video Group."



"The whole push for public access was framed as a means for people to promote things they were interested in, their own values, clubs, activities... and as an outlet for creativity and personal expression," said Markwardt. "It has all those possibilities: to inform, to entertain, to provide an artistic or creative release for people. And it helps people learn about their own community -- not only governmentally, but socially, artistically. It's another medium of communication."

"I agree with Dean 100%," added Nystrom. Nystrom believes that what sets public access apart from other news media is the ability to tell the whole unbiased story

so that people can make better decisions. "You feel good when you are providing information accurately and from reliable sources about what is going on in your community, things that people might not know about."

Nystrom enjoys being able to highlight organizations that do good things. "The most touching programs that I have done include a program with recovered drug addicted individuals," he said. "When you get done with those, you say to yourself 'That was a story that people should hear,' ...and where else would they hear it?"

## WWBIC partners with Kenosha Community Media to make business dreams come true

By Heather Lux  
Regional Project Director, Wisconsin Women's Business Initiative Corporation

WWBIC is a statewide economic development corporation that has been "Putting Dreams to Work" since 1987. As a non-profit often our biggest challenge is just getting people to know we are here and that we can help them make their dream of starting or expanding a business come true. Partnering with Kenosha Community Media has had a big impact on our ability to reach the people we want to reach – that's pretty much everyone with a business dream, particularly underserved populations.



With the help of KCM, we produced a series of videos featuring our clients telling their personal stories about how WWBIC provided the training and resources to help them develop their businesses. We've been able to show these videos not only on cable and the web, but also at events. KCM also covered a client panel discussion about small business issues. All of these projects were made possible with a grant WWBIC received from the Susan B. Anthony committee in Kenosha County. With this grant, KCM was able to dedicate more staff resources to our projects.

WWBIC is just one of the non-profits KCM works with on a regular basis. With its ability to offer special pricing structures and free ways to promote upcoming workshops and events, KCM has been the go-to place for many community organizations that would not have been able to afford these services otherwise.

## Tri-County Communication Cooperative helps TCC-TV go HD!




By John Kelly, Director  
Trempealeau County Community Television

At noon on Wednesday, December 17, Trempealeau County Community TV began cablecasting in HD! TCC-TV is now the second community television station in the state to become viewable in HD (the other is River Cities Community Access on the Solarus system in Wisconsin Rapids).

The transition from SD (standard definition) to HD (high definition) could not have happened without the support of the Tri-County Communication Cooperative, the cable system that serves Trempealeau County. In July 2015, TCC responded to inquiries about transitioning to HD by agreeing to set aside bandwidth and proposing to provide all of the technical support and half the funding needed to upgrade the equipment at both TCC-TV and the cable headend. Five months later, with the assistance of TCC system technicians, Matt Sluga and Jeff Norby (pictured left to right), PEG access TV on channels 8 and 18 is viewable in either digital or HD.



TCC (based in Strum, Wisconsin) and TCC-TV have a long history of serving the residents of Trempealeau and Jackson Counties that spans four decades. Originally founded to connect educators and students for distance learning over closed circuit networks, TCC-TV grew into a full-fledged public access center equipped with the latest technology in part with the help of a federal grant it received for developing communications in rural areas of the country. Residents have come to know and rely on TCC-TV for complete local event coverage, insights into local government, and educational programming catering to local needs and interests. The commitment to serving the area's seven school districts also remains strong. TCC's broadband system interconnects TCC-TV and the districts using video-over-IP.

Offering PEG programs in HD gives TCC the chance to not only meet the expectations of its subscribers, but also to demonstrate once again the strong partnership between TCC, TCC-TV and the community.   

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## City Manager's Report - Top 10 of 2015 showcases Oshkosh's accomplishments


By Emily Makowski  
Communications Coordinator, Oshkosh Community Media Services

As every year comes to an end, it's always fun to look back and celebrate the biggest and best things that happened. The annual special edition of "City Manager's Report," a 30-minute show produced by Oshkosh Community Media Services, does just that by counting down the Top 10 city projects and accomplishments for the year using video from the archives. Hosts City Manager Mark Rohloff and I start the show off with number 10 and work our way up.

2015 was a great year for Oshkosh, and Mark and I had plenty to talk about, including storm water projects, neighborhood updates, and Riverwalk progress. The hard part was picking out which ones to choose! It always takes a few weeks of preparation. Once the events are selected and the script is honed, the show is shot straight through from beginning to end.

The community response to the Top 10 special is always positive, and OCMS plays the video across multiple platforms, including social media. Current and former city residents look forward to watching all of the great things that are happening in Oshkosh, and city employees enjoy having the chance to communicate the results of their hard work throughout the year.

A typical edition of the award-winning City Manager's Report is structured like a newscast. In the first half Mark discusses topics that are being talked about in the community, in the news, and on social media. During the second half, he reviews five to ten agenda items from the upcoming City Council meeting.

Are you wondering what the number one item on the top ten list was? Wonder no longer. It was the newly-built Field Operations Facility! For the show, OCMS pulled out a brief section of the behind-the-scenes tour we gave our viewers when it opened. 



The *City Manager's Report* Top 10 special is airing on Oshkosh CitiCable 10 throughout the month of January, and is available online at the Oshkosh Community Media website and YouTube page.