

AGENDA
COMMUNITY MEDIA COMMITTEE
COMMUNITY CENTER
Thursday February 8th
6:00 P.M.

1. Call to Order
2. Roll
3. Approval of minutes from December 14th
4. Appearances – N/A
5. Unfinished Business - N/A
6. New Business
 - a. Radio Operations & Guidelines
7. Reports
 - a. 2017 YouTube analytics and event production.
 - b. WVMO Updates
8. Adjournment

If you cannot make the meeting, please notify Will Nimmow @ 608-513.6160.
Thank you for your service.

NOTE: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact City Hall at (608) 222-2525 (not a TDD telephone number), FAX: (608) 222-9225, or through the City Police Department TDD telephone number 441-0399.

The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business.

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

**MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
COMMUNITY CENTER
Thursday December 14th
6:00 P.M.**

1. Call to Order - Jennifer Kuhr called the meeting to order at 6:03PM
2. Roll Call - Lindsay Wood Davis, Valerie Hein-Hamstra, Eric Redding, Dan Olson, Bob Bocher, Jennifer Kuhr, William Nimmow were present. Susan Manning, Carl Davick and Matt Bittorf were absent.
3. Approval of minutes from November 9th - Valerie motioned to approve the minutes and Lindsay 2nd the motion. The minutes were approved unanimously.
4. Appearances – N/A
5. Unfinished Business – Monona Community Media operations and public feedback - Jennifer noted that we would revisit this topic during the January committee meeting.
6. New Business
 - a. Library partnership update - Jennifer Kuhr updated the committee on her meeting with Ryan Claringbole (Director of the Monona Public Library). She indicated that Ryan was very open to partnering on creating a public media production room in the upper floor of the library. She indicated that Ryan was also excited about the Story Corps. ideas. Ryan did indicate that he had some other projects in the immediate future that needed his attention before, the library could move forward with the partnership. Jennifer Kuhr suggested that the committee put together ideas for what the media room would look like so the committee could present some ideas to the library. Lindsay suggested that we look at what the Central Library is doing and how/who they are partnering with. Jennifer Kuhr also mentioned that the lower level media/municipal room would be a great room for the Senior Center to utilize once the updates are complete. Valerie asked what the room was planned to be used for once updates are complete. Lindsay wanted the Library to stay open past 6PM so that it could be utilized during the evening by the public. Eric Redding felt it was necessary for the Library and the City to have clear communication on when and who is using the room, as Community Media staff may need to be involved depending on the needs of the room.
 - b. Communications consultant information - Jennifer Kuhr explained what exactly city council approved for the 2018 budget and that a Request for Proposal was currently being drafted for a communications consultant. Jennifer also encouraged the committee to reach out to their networks for anyone who may be qualified and interested in submitting a proposal. Dan Olson indicated that the School District Communications Committee had a couple member names that he would share with the city.
 - c. Herald Independent interview/school visit December 15th - Will Nimmow informed the committee that he would be meeting with Kevin Passon from the Herald Independent Friday morning to discuss and promote the City/School Partnership Agreement that was recently passed by Monona City Council and the Monona Grove

School Board. Will also urged committee members to share any and all ideas on who else he could reach out to in order to spread the word about such a unique and special relationship.

7. Reports – YouTube analytics and event production - William Nimmow highlighted some of the key events recorded and streamed for the month of November. William also indicated that he and Justin had been recording the demolition process at the Riverfront Development. Justin and Will plan to continue to archive the project as it proceeds through the construction phases.

8. Adjournment - Lindsay Wood Davis motioned to adjourn the meeting and Eric Redding 2nd the motion. The meeting was adjourned at 6:59PM.

If you cannot make the meeting, please notify Will Nimmow @ 608-513.6160. Thank you for your service.

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2017 Media Coverage List

1. City of Monona

- a. Meetings
 - i. 20 Finance and Personnel and City Council*
 - ii. 1 Special City Council*
 - iii. 3 City Council Committee of the Whole*
 - iv. 15 Plan Commission*
- b. Court
- c. Library
 - i. Seasonal Chefs - Madison Sourdough 12/6/17
 - ii. Seasonal Chefs - Chef Myers from Fresco 3/8/17
 - i. Trending Now--One Year Later: Media Ethics and Responsible Journalism in the Digital Age
 - ii. Broadway Music: 1950's to the Present 7/19/17
- d. Police
 - i. Joint City of Monona and City of Madison Police Department Press Conference
 - ii. Monona Police Evidence Room Video
- b. Parks and Rec
 - i. Flag Football Referee Training Video
- e. Senior Center
 - i. Monona Summer Concert Series: Mark Croft Band 6/26/17
 - ii. Winnequah Park Concert: Cork 'n Bottle String Band 8/1/17
 - iii. Winnequah Park Concert: Carl Davick and Friends 8/15/17
- f. Monona Mural Dedication 6/10/17
- g. Wisconsin Wife Carry Competition 7/4/17*
- h. Yahara Commons
 - i. Demolition B-Roll
- i. Memorial Day Parade Coverage 5/29/17
- j. UCY Health Impact Assessment Presentation

2. Aldo Leopold Nature Center

- a. Sprouts Hike

3. Training

- a. Full Compass 40 Fest Learning Sessions

4. School District

- a. 179 MGHS Announcements*
- b. MGHS Concerts
 - i. 3 Choir*
 - ii. 3 Band*
 - iii. 4 Orchestra*
 - iv. Silver Stage
 - v. 3 Musical Shows
- c. MGHS Administration/Teachers
 - i. Weekly Mindfulness Mondays for Announcements (Melissa Smith)
 - ii. Meeting with Will Wait for 2018 Football Sponsors
- d. MGHS Sports
 - i. 8 Football Games
 - ii. 2 Wrestling Matches*
 - iii. 6 Girls Basketball Games*
 - iv. 4 Boys Basketball Games*
 - v. Pool camera setup for regionals
 - vi. Banquet Setups
- e. School Board
 - i. 24 Meetings
 - ii. School Board Candidate Forum 3/9/17
- f. Events
 - i. Senior Recognition 5/17/17*
 - ii. Financial Aid Night
- g. Weekly MGAV Club Meetings on Thursdays
- h. Proud to be MGEA video
- i. Monona Grove Education Foundation
 - i. 5 Interviews
 - ii. Event Coverage
- j. Assemblies
 - i. Winter
 - ii. Spring
 - iii. Homecoming

5. Other

- a. Future Quest 2017 Highlight Video (Dane County School Consortium - Josh Fassel)
- b. Local Perspective - Anatomy of a Road

6. SoundCloud Set-up

2017 YEAR END

YouTube On Demand

Program Name	Watch Time (Minutes)	Views	Average View Duration	Total Run Time
Monona Grove Show Choir: Silver Connection 2/18/17	7,766	1,728	4:29	4:29
Monona Grove Football vs Milton "Homecoming Game" 9/29/17	5,377	442	12:09	2:51:34
Monona Grove Football vs Waukesha West 11/3/17 "WIAA Level III Playoff Game"	5,050	320	15:46	2:34:34
Monona Grove Football vs Waterford 10/27/17 "Level II WIAA Playoff Game"	5,034	427	11:47	2:32:03
Monona Grove Football vs Portage 8/25/17	4,754	449	10:36	1:55:35
Monona Grove Football vs Fort Atkinson 9/30/16	4,157	361	11:30	2:37:34
Monona Grove Football vs Wilmot Union 10/20/17 "WIAA Level I Playoff Game"	3,864	448	8:37	2:15:45
Monona Grove Football vs Edgewood 9/8/17	3,723	423	8:48	2:10:17
Monona Grove 1977 Championship Football Season Interviews: Mark Rundle Full Interview	3,705	460	8:03	22:23
Monona Grove Football vs Watertown 10/13/17	3,221	305	10:33	2:28:44

Live

Program Name	Watch Time (Minutes)	Views	Average View Duration	Total Run Time
Monona Grove Football vs Waukesha West 11/3/17 "WIAA Level III Playoff Game"	50,109	1,873	26:45	3:20:26
Monona Grove Football vs Waterford 10/27/17 "WIAA Level II Playoff Game"	22,263	935	23:48	2:53:38
Monona Grove Football vs Wilmot Union 10/20/17 "Level I WIAA Playoff Game"	8,522	429	19:51	2:42:25
Monona Grove Football vs Watertown 10/13/17	7,540	304	24:48	2:39:29
Monona Grove Football vs Milton 9/29/17 "Homecoming Game"	6,800	202	33:39	3:08:25
Monona Grove Orchestra Concert "Noche de Estrellas" 3/13/17	4,342	197	22:02	1:14:10
Monona Grove High School Graduation: Class of 2017	3,878	158	24:32	1:31:55
Monona Grove Football vs Edgewood 9/8/17	3,869	141	27:26	2:27:11
Monona Grove Football vs Portage 8/25/17	3,469	227	15:16	2:19:04
Monona Grove Football vs Baraboo 8/18/17	3,112	215	14:28	2:32:21

Facebook

Program Name	Watch Time (Minutes)	Views	Average View Duration	Total Run Time	Shares
MG Choir Concert Livestream	1,298	1,025	00:36	1:29:55	4
Memorial Day Parade Highlights	798	1,195	00:19	5:43	16
Cork 'n Bottle String Band Video Promo	708	1,865	00:12	2:30	15
#TBT Sue McDade Public Pool Interview	689	2,052	00:12	1:07	2
Mike Stassi Interview Promo	668	2,201	00:10	0:38	4
#TBT 1977 Football Game	613	1,513	00:13	1:57	4
Andryi and Kevin Musical Interview	553	592	00:30	4:23	1
Aldo Leopold Nature Center Maple Syrup Fest Promo	553	2,281	00:07	1:00	21
Prom King and Queen	534	1,517	00:13	0:38	1
Les Miserables Event Promo	500	1,748	00:08	0:30	13