

AGENDA
COMMUNITY MEDIA COMMITTEE
Monona Senior Center, Monona Room
1100 Nichols Road
Thursday February 13 2020
6:00 P.M.

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of minutes from January 9th Meeting**
- 4. Appearances**
- 5. Unfinished Business**
 - a. Monona Community Media Presentations to School Board and City Council
 - b. Media Production Manager Position Updates
- 6. New Business**
 - a. TVW Sports Broadcasting Contract
- 7. Reports**
 - a. WVMO Updates
 - b. Future Agenda Items
- 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.

AGENDA
COMMUNITY MEDIA COMMITTEE
Monona Senior Center, Monona Room
1100 Nichols Road
Thursday January 9th, 2020
6:00 P.M.

1. Call to Order - Alder Jennifer Kuhr called the meeting to order at 7:02PM.

2. Roll Call - Dan Olson, Matt Bittorf, Claire Lempke, Susan Manning, Eric Redding, Amelia Speight, Jennifer Kuhr, Bob Bocher, and Katy Byrnes Kaiser were present. Becca Reynolds was absent.

3. Approval of minutes from November 14th Meeting - Bob Bocher motioned to approve the minutes, Eric Redding 2nd the motion. The minutes were approved unanimously.

4. Appearances - NA

5. Unfinished Business

- a. City Website - Jennifer Kuhr asked members of the committee if they had any additional feedback regarding the website. Jennifer Kuhr indicated that Claire Lempke shared some technical feedback via email after the November committee meeting and that she has heard nothing but positive feedback from the public.
- b. School District/City Council Presentation -
 - i. Jennifer Kuhr - breaking into two groups (city, school district) to create and prepare for the presentations would be very beneficial. The committee agreed. Eric Redding asked if there was a timeline for when the presentations would happen. Will Nimmow indicated that City Council has now asked all departments to present each year, but there was no dates set. Jennifer Kuhr with the vacant Media Coordinator position it's a good time to create a presentation to stakeholders. Susan Manning - Do you already present to the school board and city council? There are some school board members who may not fully understand all that you do for the school district and city. It would be good to include all the services provided and what role the students play in those responsibilities. Jennifer Kuhr - the new position in the department will play a role in how we present the hard data of time and responsibilities. We should be creative on how the data is presented and utilized in the presentation. Eric Redding - Identify the value for each organization and don't get too abstract. Make sure there is a value breakdown. Susan Manning - How many board members know about announcements? They will be surprised. Eric Redding - start from the presentation that has already been created. Jennifer Kuhr - Make sure the city/school agreement is included as well as the radio/tv guidelines. It would be good to bookmark a March/April timeline to present. Will Nimmow - Will send out presentation already created to the committee. It's like the MG21 Graduation, if you don't see it, you don't know. It's like a Christmas video.

6. New Business

- a. Media Coordinator Position
 - i. Will Nimmow asked committee to look over 1st draft of job description/posting and provide feedback. Jennifer Kuhr - Move "Additional Skills" to the top if you are trying to focus on those skills the most. Matt Bittorf - Create an item for "working with the community." Amelia Speight - Do you want them to have writing skills? Will Nimmow - Yes, but I am not overly concerned about writing. I would want technical skills over writing skills. Matt Bittorf - Why did you not add relevant work experience within the "minimum qualifications" portion? Dan Olson - I agree with Matt, you may want to add "preferred" 2 year degree, or relevant work experience. Katy Byrnes Kaiser - Be very targeted about where you are going to post this position. Claire Lempke - You may want to mention having a resume and demo reel available. Perhaps not with the initial application but once you have selected those who will come back for a second round of interviews.
- b. MCM Events and Production Data
 - i. Will Nimmow - Passed out school district production and event documentation to the committee. Jennifer Kuhr - It would be great to have a document that outlined the event and production data for city coverage as well.

8. Reports

- a. WVMO Updates
 - i. Will Nimmow - Eric Jandro is working out great and will stay on with the station until the Media Production Manager position is filled. After that, we will have to re-evaluate the position.

9. Adjournment - Eric Redding motioned to adjourn and Matt Bittorf 2nd the motion. The meeting was adjourned at 7PM.

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Village of McFarland grants permission to Morgan Murphy Media (Channel3000.com) to air replay broadcasts of the Village of McFarland Web-Based/i.e. YouTube (all streaming content) on TVW, 3.2 via Morgan Murphy Media

The term of this agreement shall be for ONE year, beginning on August 24, 2020 and terminating on August 23, 2023 with first right of refusal granted to Morgan Murphy Media (Channel3000.com) for subsequent years with the opportunity to expand the program at that time.

It is agreed by the parties herein that the Village of McFarland will allow Morgan Murphy Media to replay games and other content on TVW (3.2) as the following conditions have been met.

It is further agreed and understood by the parties that the following terms and conditions apply to this agreement:

1. Morgan Murphy Media agrees to pay \$1,000.00 per year to the party title/defined by Village of McFarland.
2. McFarland TV will be allowed to keep and or insert any sponsor or related content into these video files that will air on TVW outside of the time of the content + 9:00 minutes per hour retained by Morgan Muphy Media
3. No Community Station Logos or bugs will be edited out or intentionally covered up by Morgan Murphy Media.
4. Morgan Murphy Media creates and maintains a dedicated page for Village of McFarland on Channel3000.com. There be ONE page and a display is provided in APPENDIX #A attached.
5. Morgan Murphy Media will offer the advertising place holders to Village of McFarland (as seen circled in RED also on APPENDIX #A attached here) ONLY under the area listed as "Support Local Business". This can be displayed as shown for as many as 6 smaller placeholders or as few as 1 large placeholder. Village of McFarland will be given the opportunity to populate this area as needed. If Village of McFarland sells these placeholders to local sponsors Village of McFarland keeps 100% of the proceeds from those sponsors/contributors. Morgan Murphy Media will receive ONE Logo & ONE Hyperlink for each sponsor/contributor from Village of McFarland and provide up to 18 placements/adjustments of the logos & hyperlinks during the time period of this agreement.
6. Morgan Murphy Media retains all rights to populate all other I.A.B. inventory, web logos etc., including advertiser and other entities as Morgan Murphy Media sees fit on this dedicated page for Village of McFarland.
7. Morgan Murphy Media will accept a list (and/or guidelines) of hyper local businesses provided by Village of McFarland that Morgan Murphy Media will not solicit for advertising dollars for the area designated as "Support Local Business" for the specific dedicated page for Village of McFarland on Channel3000.com
8. Village of McFarland will provide the web/internet based stream of all content including all live content to Morgan Murphy Media to be displayed via a video player on Channel3000.com specifically on the dedicated page for Village of McFarland. Village of McFarland will place content on a "loop setting". The content on the "loop setting" will be interrupted by live events/content and then will resume to the content on the "loop setting".
9. Neither Morgan Murphy Media nor Village of McFarland shall advertise or feature any political announcement or advertising of liquor, malt spirits, or tobacco, at any time on this dedicated page for Village of McFarland on Channel3000.com.
10. Morgan Murphy Media shall not be liable for any expenses incurred by Village of McFarland in obtaining the content provided to the dedicated web page for Village of McFarland on Channel3000.com

Agreed to by:

Tom Keeler, Authorized Signatory for Morgan Murphy Media (Date : _____)

Name: _____ /Title: _____ (Date: _____)

TWW SPORTS WEEKENDS Content Partners

As of January 2020

	Online Content Partners	School Coverage
1	Baraboo Broadcasting Corp - WRPQ TV 43	Sauk Prairie
2	Fitchburg Access Community Television	Verona
3	Monona Community Media - Radio	Monona
4	Monona Community Media - TV	Monona
5	OCA Media	Oregon
6	Stoughton Community Media - SSN	Stoughton
7	Stoughton Community Media - WSTO	Stoughton
8	Sun Prairie Media Center - Radio	Sun Prairie
9	Sun Prairie Media Center - TV	Sun Prairie
10	Village of McFarland	McFarland
11	W7 Productions - TV	Badger Conference
	Coming Soon	
12	BIG RADIO - State of WI - South East Region	Rock County Schools
13	Watertown TV	Watertown
14	WISCO Radio	Mount Horeb
15	Lynxx 24	New Lisbon
16	Reedsburg TV	Reedsburg

Other Benefits to the Partner Stations:

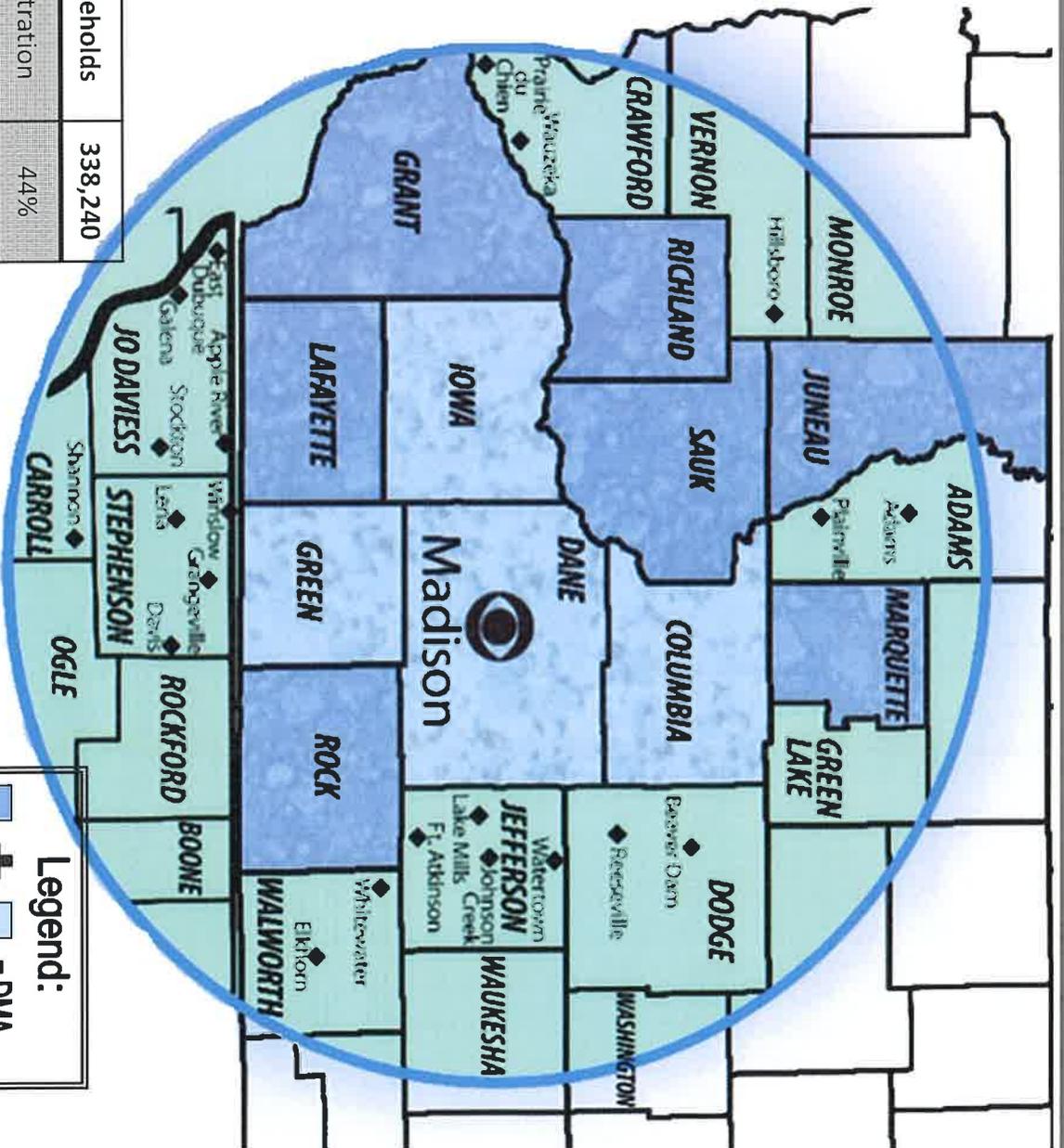
1. TVW will air Community Station Partner selected games airing on our full power station 474,270 homes in the Madison Market. We'll let you know when your games/shows will be and have been selected to air.
2. Partner Stations can submit (:15) or (:30) second promos for your station and we TVW will air those promos a minimum of 10 per week or 520 per year
3. For TVW SPORTS Weekends specifically TVW will retain a minimum of 9:00 minutes per hour of air time. This will allow our Community Station Partners to either leave in or insert some additional content and or their direct sponsor materials, commercials, mentions, etc. into the final video/audio product that will air on our station TVW.
For example, a 2 hour game on TVW:
120 Minutes of air time – 90 minute Game = 30 minutes remaining
30 remaining minutes – 18 minutes of TVW ads/promos etc. = 12:00 minutes of air time for the Community Station Insertion
4. WISC NEWS 3 NOW Sports Team will promote our Community Station program for all of our shared high school sports efforts
5. All Morgan Murphy commercials and promos will adhere to FCC guidelines for such programming as in high school sports
6. Continued LIVE Streams of your Content & Games on Channel3000
7. Promotions on Channel3000 for our Community Station efforts
8. TVW On-Air Staff are available upon requests and upon their availability for your needs to call your games and or hosts your shows. We'll try to make this free as well when possible.
9. Teaming up and working in tandem and in partnerships with each other in an effort to Cut down on "double up" and sometimes "triple up" coverage by multiple community stations and other stations in the market both television and radio. This will focus/funnel the viewers in the communities in which we all serve to ONE broadcast whether it is radio or TV or stream and cut done on the fragmentation of our audiences.
10. Working together in partnerships will save us all either time, money or both.
11. Working together and utilizing our production (radio & TV) efforts will increase the number of games and other content that you can offer to the viewers in your communities through the TVW content sharing program via the FTP or Dropbox platforms where you can go and retrieve all of our Community Station Groups games and productions.
12. Morgan Murphy Media will take into consideration requests for broadcast fees for things such as WIAA Rights fees so that we can all share in and take advantage of some of the bigger attraction playoff and state finals types of games. There would be no guarantee of the number of approved or unapproved requests but we would definitely take any and all requests into consideration.
13. Morgan Murphy Media will either make direct funding contributions as we have done in the past or we will consider purchasing one of your sponsorship packages with your stations so that we may receive commercial spots and placements on your stations to promote our NEWS, SPORTS, Madison Magazine, Channel 3000.com etc., etc.
14. All of these things should take either zero extra time out of the Community Station Staff workday or very, very little.



Coverage Map

Where to Watch TWW
 Charter: 14
 AT&T Uverse: 2
 Direct TV: 14
 TDS: 2
 Mediacom: 4
 Other Cable: 4
 Over the Air: 3.2

(No Dish)



Total Designated Market Area (DMA) Households	338,240
Designated Market Area (DMA) Cable Penetration	44%
DMA Satellite Penetration	32%
OTA (Over the Air)	24%

Legend:

- = DMA
- = METRO

Source: Nielsen Through December 2018