

AGENDA
COMMUNITY MEDIA COMMITTEE
Virtual Meeting via Zoom
Thursday, July 21st, 2022
5:00 P.M.

Community Media Committee Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/83068180612?pwd=UIZkdllVSVhxK0pwdWJhWGpvUGVldz09>

Meeting ID: 830 6818 0612

Password: 4tU42T

Dial by your location

+1 312 626 6799 US (Chicago)

Meeting ID: 830 6818 0612

Password: 216042

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of minutes from June 30th, 2022 Meeting**
- 4. Appearances**
- 5. Unfinished Business**
 - a. Discussion and approval of 2023 Capital Budget
- 6. New Business**
 - a. Strategic Planning Initiatives/ To Do List
- 7. Reports**
 - a. Directors Report
 - b. Committee ideas/discussion
- 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
Virtual Meeting via Zoom
Thursday, June 30th, 2022
6:00 P.M.

1. **Call to Order** - Teresa Radermacher called the meeting to order at 5:32 PM
2. **Roll Call** - Will Nimmow, Teresa Radermacher , Katy Byrnes Kaiser , Susan Manning, Joe Martin, Dave Brunner, Amanda Shohoney, Anita Ashland, Lois Buckingham were present. Multimedia Content Producer Brennon Hechimovich was also present.
3. **Approval of minutes from June 9th, 2022 Meeting** - Susan Manning motioned to approve the minutes and Joe Martin seconded the motion. The minutes were approved.
4. **Appearances** -NA
5. **Unfinished Business**
 - a. NA
6. **New Business**
 - a. **2023 Capital Budget first review**
 1. Discussion about budget items
 - a. Four items to purchase
 - b. For all of the following, three ways to finance/pay for it:
 - i. Fund balance
 1. About \$55-65K currently
 - ii. From School District (SD)
 1. May require a change in our contract
 2. Will to provide a copy of the contract after our meeting so everyone has time to review in advance of our next meeting.
 3. The contents of the SD budget for FY 22/23 are fairly set already, new items could be added, but major changes would be a bit of a challenge
 - iii. From City
 1. Would go through the capital budget process, city council approval
 2. Submission due in August
 - c. Video Automation Server Replacement - \$30K
 - i. Video playback and storage
 - ii. Holds the archives of the city and school district
 1. Parade footage
 2. Building of Winnequah park
 3. Candidate forums
 4. Historical, archival things

- 5. Public meetings
 - a. Statutory requirements for retention
 - b. Heads up -
 - i. Due to COVID MOST meetings were recorded
 - ii. Now that we're back in-person, do we still need to record
 - iii. Storage
 - 6. School district archives, concerts, games, etc.
- iii. Would the district shoulder some of the cost? (Joe Martin)
 - 1. Will Nimmow-, about \$5K from SD contract
 - 2. Will to meet with Dan Olson
 - 3. Per Katy, the school's FY starts July 1, 22-23
- iv. Will - This one item (\$32K) is more than twice what MCM usually has in the budget
- v. Teresa Radermacher - If we were to purchase, would it set us up for a while?
 - 1. Larger storage capacity
 - 2. Each item stored is also larger
 - 3. What is life expectancy?
 - 4. Can expect another 10 years
 - 5. Reliable product, good company
- d. Video Production Computer - \$5K
 - i. Purchase of a Mac desktop
 - ii. Will Nimmow - Our current video production computers are all PC computers, which is not the normal platform for media production. Most professional media is created on the Mac computer platform. Therefore, in 2023 we will continue the process of converting our video production computers to the Mac platform. Mac computers tend to be more stable and have a longer lifespan than PC computers.
 - iii. Previously had a staff person who would build the computers
 - iv. The computer would live at the HS
 - 1. What percentage would be used by students?
 - 2. Will and Brennon would use it as their main work station for every day use.
 - 3. Used for video editing, graphic works, every morning for announcements
- e. Video Streaming Hub Update - \$4,500
 - i. Will Nimmow - Our video streaming equipment, utilized for remote video streaming, (i.e., community events, meetings, etc.) are approaching 8 years old. For stability and current technology protocols, it makes sense to begin updating our streaming cards

before any large issues arise or equipment becomes outdated and unserviceable.

- ii. Hardware update - Age and stability

- f. Radio/Audio Updates
 - i. Will Nimmow - The radio station needs an additional way to record our live on-air broadcasts other than just the computer in the studio. These recordings can then be used for quality control checks and backup files when needed. In addition, the department also needs to replace one of our Electronic News Gathering wireless mic systems.
 - 1. A way to record the radio while it's playing
 - 2. Wireless mic system
- 2. Discussion of future projects/planning
 - i. Teresa Radermacher - Please read through Joe's email, send your own feedback about these projects or different projects, to save time during meetings, and especially if you will miss a future meeting.
- 3. Monthly meeting schedule
 - a. Motion to move all future meetings to 5PM on the 2nd Thursday of the month. Passes
 - b. The first meeting on this new cadence starts in August
 - c. July meeting
 - i. Will be Thursday, July 21 at 5:00. This time works for most.
 - ii. Amanda and Susan cannot make it,
 - iii. Will to schedule a separate meeting to discuss the My Monona Newsletter with Anita and Amanda
 - iv. Susan will be out of town, and may/not join remotely.

7. Reports

- a. Directors Report - NA
- b. Committee ideas/discussion - NA

8. Adjournment | - Meeting adjourned at 6:37PM

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Thank you for your service.

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**City of Monona
COMMUNITY MEDIA
CAPITAL IMPROVEMENTS REQUEST FORM**

1. **Project Name:** Video Automation Server
2. **Year Proposed:** 2022 **Rank:** 1
3. **Requested By:** William Nimmow
4. **Prepared By:** William Nimmow

Project Description/Justification (briefly indicate the size, location, type of projects or purchases, and time schedule involved in implementation.)

Our current video playback server that runs our cable access channel is 9 years old. The technology is antiquated and the video quality is Standard Definition, (SD) which is no longer an acceptable viewing platform for most audiences. We have already performed maintenance on the system this year (2022). This is a bit worrisome as the system stores all of our archived videos and programs. For example, the construction of Winnequah Park, the Monona 75th Anniversary video, Monona Drive reconstruction, and many other historical, legacy files that are important to preserve. For those reasons, we need to upgrade to a High Definition (HD) video automated playback system. The new HD system also has the ability to stream live straight to our website, and Over-the-top-boxes, (Apple TV, Roku) as well as apps for your mobile devices. This allows us to reach our monona community in addition to the cable channel and Youtube platforms. The purchase and installation of this new system would happen in the spring or summer of 2023.

6. **Total Project Cost:** \$32,000

**City of Monona
COMMUNITY MEDIA
CAPITAL IMPROVEMENTS REQUEST FORM**

1. **Project Name:** Video Production Computer
2. **Year Proposed:** 2023 Rank: 2
3. **Requested By:** William Nimmow
4. **Prepared By:** William Nimmow
5. **Project Description/Justification (briefly indicate the size, location, type of projects or purchases, and time schedule involved in implementation.)**

Our current video production computers are all PC computers, which is not the normal platform for media production. Most professional media is created on the Mac computer platform. Therefore, in 2023 we will continue the process of converting our video production computers to the Mac platform. Mac computers tend to be more stable and have a longer lifespan than PC computers.

6. **Total Project Cost:** \$5500

**City of Monona
COMMUNITY MEDIA
CAPITAL IMPROVEMENTS REQUEST FORM**

1. **Project Name:** Video Streaming Hub Update
2. **Year Proposed:** 2022 **Rank:** 3
3. **Requested By:** William Nimmow
4. **Prepared By:** William Nimmow

Project Description/Justification (briefly indicate the size, location, type of projects or purchases, and time schedule involved in implementation.)

Our video streaming equipment, utilized for remote video streaming, (i.e., community events, meetings, etc.) are approaching 8 years old. For stability and current technology protocols, it makes sense to begin updating our streaming cards before any large issues arise or equipment becomes outdated and unserviceable.

6. **Total Project Cost:** \$4500

**City of Monona
COMMUNITY MEDIA
CAPITAL IMPROVEMENTS REQUEST FORM**

1. **Project Name:** Radio/Audio Updates
2. **Year Proposed:** 2022 Rank: 4
3. **Requested By:** William Nimmow
4. **Prepared By:** William Nimmow

Project Description/Justification (briefly indicate the size, location, type of projects or purchases, and time schedule involved in implementation.)

The radio station needs an additional way to record our live on-air broadcasts other than just the computer in the studio. These recordings can then be used for quality control checks and back up files when needed. In addition, the department also needs to replace one of our Electronic News Gathering wireless mic systems.

6. **Total Project Cost:** \$1500



Monona, WI - MSRP

Date	Quote Number
6/1/2022	Q-07431

Bill To	Ship To
	Monona High School 5211 Schluter Road Monona, WI 53716

Expires	Cablecast Rep	Dealer Sales Rep	End User
8/30/2022	Randy Visser		Monona High School

Item	Qty	Description	Rate	Discount	Amount
CBL-VIO2-OMNI	1.00	Web-centric VOD and Live Streaming Solution in a 3 RU chassis. Streams H.264 HLS Adaptive bitrate to mobile devices, OTT and desktops. Pulls in and records NDI, RTP, RTMP, RTSP and HLS streams as well as SDI. Includes Cablecast Automation, scheduling and CG Software. Includes graphics, crawl, bug, and bug text on streaming output. Single SDI output. Redundant power, 10TB RAID5 Content and 256GB RAID1 OS drives. 3 year hardware warranty and system commissioning included.	\$20,765.00		\$20,765.00
CBL-VIO2-OMNI-HA	2.00	Annual hardware assurance contract for the CBL-VIO2-OMNI-HA. First 3 years are included with the purchase.	\$2,077.00	-\$1038.5	\$3,115.50
CBL-CABLECAST-APP	1.00	One time development, administrative and creative fee to integrate user supplied artwork and logos into ONE branded OTT app for Apple TV, Roku, Amazon Fire, iOS or Android. Typical lead time is three weeks upon delivery of requested assets which include high quality logo's, brand colors, and images to be utilized in the custom design. Customer is also responsible for signing up for developer accounts which may affect delivery dates. Please specify ONE platform:	\$1,500.00		\$1,500.00

Remit check payments to: Tigtrope Media Systems Inc (dba Cablecast Community Media) – Choice Bank Box 180 – P.O. Box 9202 – Minneapolis, MN 55480-9202

Mailing address: Tigtrope Media Systems Inc (dba Cablecast Community Media) – 400 S 4th St Ste 410 – PMB 92452 – Minneapolis, MN 55415-1419

Item	Qty	Description	Rate	Discount	Amount
CBL-CABLECAST-ADD	3.00	One time development, administrative and creative fee to integrate user supplied artwork and logos into additional branded Cablecast OTT apps for Apple TV, Roku or Amazon Fire, iOS or Android. Typical lead time is three weeks upon delivery of requested assets which include high quality logo's, brand colors, and images to be utilized in the custom design. Customer is also responsible for signing up for developer accounts which may affect delivery dates. Please specify the platform.	\$1,000.00		\$3,000.00
CBL-REFLECT-BND	1.00	Annual Cloud-based reflection service operating in conjunction with both Cablecast Live and Cablecast VOD servers that provide a virtually unlimited number of live and VOD internet video streams while conserving your internal bandwidth. Includes up to 3 streaming channels. If purchasing Cablecast Reflect, the bundled service must be specified for all systems running a Cablecast VOD server.	\$2,200.00		\$2,200.00

Subtotal: \$30,580.50
Shipping (UPS Ground):
Total: \$30,580.50

Additional Notes:
OTT apps. include; AppleTV, Roku, Andriod, AppleIOS

Remit check payments to: Tightrope Media Systems Inc (dba Cablecast Community Media) – Choice Bank Box 180 – P.O. Box 9202 – Minneapolis, MN 55480-9202

Mailing address: Tightrope Media Systems Inc (dba Cablecast Community Media) – 400 S 4th St Ste 410 – PMB 92452 – Minneapolis, MN 55415-1419

City of Monona & Monona Grove School District Video Operations Joint Ownership Agreement

THIS AGREEMENT (hereinafter referred to as the "Agreement") is entered into as of the last date of signature below, by and between the City of Monona, (hereinafter referred to as the "City") whose principal address is 5211 Schluter Road, Monona, WI 53716 and the Monona Grove School District, 5301 Monona Drive, Monona WI, 53716 (hereinafter referred to as the "School District"). This agreement is valid for one year beginning with the last date of signature below.

WHEREAS, the City and School District have jointly operated a community television system (hereinafter referred to as the "System") to provide programming to the local community: and

WHEREAS, the City and School District have jointly contributed support to operate the System; and

WHEREAS, the City and School District desire to continue their cooperative relationship for the operation of the System and desire to specify the terms of their relationship.

NOW, THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

Operation and Management:

The System shall be managed and operated under the direction of the Monona Community Media Committee (hereinafter referred to as the "Committee"). The Committee shall have the membership, duties and responsibilities as set forth in section 18-10 of the Monona Code of Ordinances. The city shall appoint a Community Media Director (hereinafter referred to as the "Director") who, in consultation with the School District, shall oversee the daily operation of the system, including serving as the Monona Grove High School A/V Club Advisor. The Director shall serve under the direct supervision of the Monona City Administrator, at the leisure of, and subject to the direction of the Monona City Council.

The Director is responsible for the following:

Video Studio use

Equipment purchase, use and maintenance

Program production & policies

Program distribution & policies

Oversight of volunteers, students, and staff

The Director shall discharge his/her duties in compliance with the Monona School/Community Television Operating Guidelines as amended from time to time by mutual agreement of the City and School District.

System Cost Sharing:

The parties agree to fund the System, by appropriating sufficient funds to provide for the operation and management of the System, subject to annual budget approval of the governing

Joint Ownership Agreement, bodies of the respective parties as set forth in Exhibit B. based on the percentage allocation set forth herein.

- Salaries/Wages/Benefits: School District operating costs will be based on an annual work plan purchasing a maximum number of production hours from Community Media staff (see Exhibits A and B). The School District shall contribute funds for 30% of Director's salary and benefits, 70% of Multimedia Content Producer salary and benefits, 100% of part-time staff hours for school board meeting broadcasts.

- Equipment: The equipment listed in Exhibit C has been purchased by the City, is owned by the City, and may be used by the System for its lawful purposes. The equipment listed in Exhibit D has been purchased by the School District, is owned by the School District, and may be used by the System for its lawful purposes. As additional equipment is purchased, the Director shall update Exhibits C and D based on which party purchased the equipment. Upon termination of this Agreement, the equipment shall be distributed to the parties in the manner shown in Exhibits C and D, and updated by the Director to the date of termination. The parties shall be entitled to receive updated copies of said exhibits at any time from the Director upon request.

- The School District: Annual contribution to an equipment replacement fund to replace equipment used and stored at the high school based on the recommendation of the Community Media Director each year. Purchases will be made according to a multi-year capital plan. The equipment may be used by the Community Media Program for occasional community and city broadcasts. This equipment is further described as follows:

- Equipment purchased and owned by the city stored at the high school since 2014 (see Exhibit C).
- Equipment purchased and owned by the School District since 2014, (see Exhibit D).

- In-Kind: The School District shall provide "in-kind" contributions, including internet service, electric and heating and cooling of the studio, basic cleaning of the studio. The School District shall also provide a budget for AV supplies in an amount no less than the amount budgeted in the previous year, in which a portion of said budget directly benefits the System.

The School District accepts full responsibility for all equipment during School District related events. The city accepts full responsibility for all equipment during city related events.

Physical Space: The School District shall provide the physical space (Video Studio, Control Room & Rack Room), within the high school for the system to operate. The School District shall also provide space at the Monona Grove School District office building and the City shall provide space at the Monona Public Library Municipal Room consistent with the manner in which each party has historically provided.

Indemnification: The parties shall indemnify, save and hold harmless the other party and each and every of the others party's elected and appointed officials, officers, employees, agents, representatives, successors, heirs and assigns from and against any and all claims, damages, liability, expenses, costs, judgments, actions, demands, and responsibility of whatsoever kind or nature arising from the Agreement due to:

1. Any negligence or other acts of the indemnifying party, its agents, employees, officers, directors, members, contractors, subcontractors, successors, heirs, and assigns;
2. The breach of any covenant made by the indemnifying party herein or failure to perform any of its obligations hereunder; and against all reasonable costs, attorney fees, expenses and liabilities incurred in the defense of such claims or any action or proceeding brought thereon.

Termination: Either party may terminate this agreement, with or without cause, upon 180 days' notice to the other party. All equipment and property belonging to the party to which the space does not belong shall be removed no later than the date the termination is effective. Any equipment or property remaining thereafter shall be deemed abandoned and disposed of as the owner of the space deems appropriate.

Miscellaneous Provisions.

Entire Agreement – The entire Agreement of the parties is contained herein and this Agreement supersedes any and all previous agreements and negotiations between the parties relating to the subject matter hereof. This Agreement is intended to be an agreement solely between the parties hereto and for their benefit only. No part of the Agreement shall be construed to add to, supplement, amend, abridge or repeal existing duties, rights, benefits or privileges of any third party or parties, including but not limited to employees of either of the parties.

Amendment – This Agreement shall not be amended in any fashion except in writing, executed by both parties.

No Waiver – No failure to exercise, or delay in exercising, any right, power or remedy hereunder by a party shall operate as a waiver thereof. No single or partial exercise of any right, power or remedy shall preclude any other or further exercise thereof or the exercise of any other right, power or remedy. No express waiver shall affect any event or default other than the event or default specified in such waiver, to be effective, must be in writing and shall be operative only for the time and to the extent expressly provided by the party therein.

Neutral Construction - This Agreement is the product of negotiations between the parties and, prior to the execution hereof, each party has had full and adequate opportunity to have this Agreement reviewed by, and to obtain the advice of, its own legal counsel with respect hereto. Nothing in this Agreement shall be construed more strictly for or against either party because that party's attorney drafted this Agreement or any part hereof.

Exhibit A: 2017-2018 School Year - Work Plan for Paid Employees

High School A/V Responsibilities:

1. Assist administrators, teachers and staff with audio and video technology throughout the high school, (excluding the E.F. Schwan Auditorium).
2. Provide AV Support for special events, (excluding events within the E.F. Schwan Auditorium).
3. MGHS AV club advisor
 - a. Hold one club meeting each week
 - b. Oversee AV studio and equipment
 - c. Supervise, train and assist student members with A/V technology and video production.
4. Produce and Supervise MGHS Morning Announcements

All event coverage is subject to, and dependent upon student participation levels within the Monona Grove High School A/V Club. If there are no students available to cover an event listed below, the Director has the option to cancel coverage of that event. All WIAA playoff game broadcast costs (football and basketball) will be split 50/50 between the city and the school district.

High school sporting event coverage:

1. Home Football Games
 - a. 5 regular season games
2. Boys Basketball – Conference Games only. (Excluding games played during winter break).
 - a. 6 games (based on 2016-17 schedule)
3. Girls Basketball – Conference Games only. (Excluding games played during winter break).
 - a. 6 games (based on 2016-17 schedule)

High school fine arts event coverage:

1. All MGHS choir concerts (Held in the Auditorium)
 - a. 4 concerts
2. All MGHS band concerts (Held in the Auditorium)
 - a. 4 concerts
3. All MGHS orchestra concerts (Held in the Auditorium)
 - a. 4 concerts
4. MGHS drama events (Held in the Auditorium)
 - a. 1 play
5. MGHS musical
 - a. 3 musicals (Friday night and both Saturday shows)

High school general events coverage:

1. MGHS Senior Awards
 - a. 1 event
2. Pep Assemblies
 - a. 4 events

School District A/V Responsibilities:

1. Assist district schools with audio and video equipment troubleshooting and installation, per Director's discretion.
2. Record & broadcast Monona Grove School District Board Meetings (Board Meetings) on community access channels as well as YouTube channels.
3. Hire personnel and schedule staff members to record and broadcast Board Meetings.

School District Event Coverage:

3. School District Strings Festival
 - a. 1 concert
4. School board meetings
 - a. 26 meetings
5. Annual school board budget hearing
 - a. 1 meeting
6. MGHS Graduation
 - a. 1 event

Monona Community Media
Joe Martin Comments
Sent - June 30th, 2022

The biggest priority for the Friends of WVMO group is finding a capable person willing to put significant hours into running the Adopt A Watt program (AAW). The AAW program should, ideally, be both a fundraising tool for the Friends and a link to our most committed listeners. The folks who are willing to donate on a yearly basis are also persons perhaps willing to help in other ways. Here is what AAW should be doing:

- *Maintaining an accurate database of adopters, including their names, complete contact info, 'name' of their Watt, their renewal date, their favorite aspects of WVMO (a particular show or shows, PSAs, Americana format, ?), their favorite Monona/local events, and any other useful information that would match adopters to potential volunteer opportunities.

- *Creating an easy to use renewal system that automatically contacts AAW members, or at least that makes it easier for the Friends to generate renewal letters. This will have to begin with an initial effort targeting all of our adopters, since many or most of the adopted Watts are currently in arrears, and much of our contact information is out of date.

- *Creating a renewal letter, along with an attached survey letter, to help us figure out who still wants to be an adopter and gather the above listed information.

- *Developing a coordinated system with the Friends of WVMO Treasurer (soon to be Sue Carr) to expedite remittances and payments.

- *Working closely with Will or other staff to make sure that Watt renewal PSAs are promptly recorded and aired.

- *Working with Mark Johanneck or other Friends members to develop a 'gift package' for Adopters (t-shirts, yard signs, stickers, magnets, bookmarks, ticket giveaways, etc.)

- *I'm sure there's more, but that's a start.

The Monona Newsletter needs a dedicated person to take charge of those efforts, freeing up Will to do other work. That person should coordinate with WVMO/MCM about publicizing upcoming shows, events, and other programming.

In terms of branding, The Friends of WVMO has a new art director, Scott Pauli, who designed our new tent, and who is working with Friend's President Mark Johanneck on ideas for new merchandise, including a new t-shirt design and other saleable items (hats, frisbees, mugs, etc.). He should be central in any visual aspects of a branding campaign.

We are very much in need of content in the form of PSAs (upcoming events) and also Monona Minutes (segments that can run any time). MCM committee members could help create such content themselves with assistance from WVMO staff, or do outreach to people within their own circles (high school students, teachers, business people, activists, churches, entertainment and arts venues, etc.) who might be interested in getting on the radio.

We should empower a point person to oversee WVMO's presence on social media. This would include regular postings about shows, events, our volunteers, and the City of Monona. This

person - I suggest WVMO volunteer Scott Collins - would receive photos and content from WVMO volunteers, the City, Will Nimmow and other staff, local venues and events and make them part of an effort to maintain a vibrant presence online.

The MCM committee should design a media survey that could be circulated online to newsletter subscribers, as well as a survey that potentially could be mailed to all Monona residents (with financial help from the Friends of WVMO). This survey would gauge community engagement with all MCM content as well as other local media content, and inquire with some specificity about the listening habits of WVMO consumers.

In terms of budget submissions, I am planning to create a detailed job description for a WVMO traffic coordinator/volunteer coordinator/content producer for the next budget cycle. I will tailor this prospective job description to meet a 32 hour (or whatever the maximum part time hours possible) schedule. Hopefully this description will be useful in the creation of an actual and official job description/posting.