

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
Virtual Meeting via Zoom
Thursday, October 6th, 2022
5:00 P.M.

1. Call to Order - 5:05PM

2. Roll Call - Teresa Radermacher, Katy Byrnes Kaiser, Dave Brunner, Sue Manning, Lois Buckingham, Anita Ashland, Amanda Shohoney, Will Nimmow and Multimedia Content Producer Brennon Hechimovich were present. Joe Martin was absent.

3. Approval of minutes from September 8th, 2022 Meeting - Katy Byrnes Kaiser motioned and Dave Seconded the motion. The minutes were approved unanimously.

4. Appearances - NA

5. Unfinished Business

- a. Strategic Planning discussion -

6. New Business

- a. Review PSA samples and discussion - Dave Brunner outlined what he had worked on thus far and hopes to get more feedback from council members and staff. Dave will reach out if he needs assistance moving forward. Teresa Radermacher would like a shared folder that all documents can be stored related to PSA's, Newsletter and projects the committee is working on.
 - i. Teresa Radermacher thought a Halloween safety PSA would be a good idea to create. Will Nimmow will reach out to the PD.
 - ii. Katy Byrnes Kaiser will write a script for the Teal Pumpkin Project. In addition she thought a PSA about the school store at the high school would be a great idea as well.
 - iii. Teresa Radermacher thought a virtual recording could maybe get more people to record with the ability to record at home and not travel to the studio
 - iv. Susan Manning - How many PSA's do we need? Will Nimmow indicated that we always need PSA's as there are 2 spots each hour of every day, each day of the week where a PSA runs. So, that's 48 PSA spots that run each day. So, many are needed, but 24 General/Public Safety PSA's created each year would be fantastic. Susan Manning thought the Public Safety theme was a good start, but also highlighting the community and the services the city offers would be beneficial.
 - v. Amanda Shohoney thought seasonal PSA's would be another great legacy PSA theme.
 - vi. Teresa Radermacher suggested a list of PSA ideas to be created and then check them off as they are completed.

- vii. Will Nimmow, getting the scripts written is the first big step/hurdle. As well as more voices on the radio is another hurdle, usually the same 9 or so voices currently recording WVMO content.
- b. October Newsletter Items and Discussion - Anita will send out the email for submissions to the newsletter Friday. Teresa Radermacher requested a place to share ideas and stories for the newsletter. Will Nimmow set up a shared google drive and Anita will place the ongoing file for newsletter content.

7. Reports

- a. Committee ideas/discussion - Regarding fundraising Will Nimmow wants to be mindful not to bite off more than we can chew and end up creating more work for ourselves. The Friends of WVMO need more people involved in the group as membership and board members are low.
 - i. Teresa Radermacher wondered how the adopt a watt campaign was going and if there were plans to have a big campaign drive.
 - ii. Amanda Shohoney, asked if there was a public place where people could see who had adopted a watt. Will Nimmow indicated there was not at the moment.
 - iii. Katy Byrnes Kaiser thought it could be challenging to give some of the non-profits and city organizations due time on the radio to solicit for their cause. Will Nimmow indicated that there are 12 PSA's that run each day, so leaving one spot open for a specific non-profit each week, would not cause a big concern for WVMO in regards to taking away from the Adopt A Watt campaign, but it is something to be mindful of when looking at our fundraising efforts.
 - iv. Lois Buckingham & Amanda Shohoney thought adding Adopt A Watt campaign information into the newsletter would be a great way to promote outside of just on the radio. Lois also thought we could utilize Facebook better as well.
 - v. Dave Brunner noted that there is not a campaign for the station that is just a general donation campaign just to help support the station, aside from adopt a watt. Dave thought perhaps the adopt a watt campaign may not be what we focus on. Katy Byrnes Kaiser agreed and thought the original \$250 was a bit steep for some families.
 - vi. Teresa Radermacher likes the Wisconsin Public Television model of fundraising and perhaps that would be a good avenue for WVMO?
 - vii. Susan Manning mentioned sending letters out to past donors and volunteers to let them know where the money has been used that was donated, and also asking for new donations.
 - viii. Teresa Radermacher will be meeting with Sue Carr who is the Treasurer of WVMO, so she will broach the fundraising topics with her. Awareness Campaign is also important to this department and perhaps Adopt A Watt could be included in the awareness campaign.
 - ix. Will Nimmow would love to see the PSA writing and recording initiative be a focus for the committee.

8. Adjournment - Susan Manning motioned to adjourn and Anita Ashland second the motion.
The meeting was adjourned at 6:13PM