

AGENDA
COMMUNITY MEDIA COMMITTEE
Virtual Meeting via Zoom
Thursday, August 11th, 2022
5:00 P.M.

Community Media Committee Meeting

Join Zoom Meeting

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- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of minutes from June 30th, 2022 Meeting**
- 4. Appearances**
- 5. Unfinished Business**
 - a. NA

- 6. New Business**
 - a. 2023 Operational Budget Discussion and Approval
 - b. Review Committee Project 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.

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

1. Call to Order - Meeting was called to order at 5:03PM

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

3. Approval of minutes from June 30th, 2022 Meeting - Joe Martin motioned to approve and Anita Ashland seconded. The minutes were approved.

4. Appearances - NA

5. Unfinished Business

a. Discussion and approval of 2023 Capital Budget

- i. Will Nimmow outlined the city/school agreement per last meeting discussion, to get a better understanding of finances and work plans.
 1. Susan Manning gave an overview of the history of the partnership and the importance of the partnership. Susan also explained that all contributions from the school district come from taxpayer dollars.
- ii. Regarding the City/School Partnership agreement, Exhibits B,C and D were not updated for 2023 and therefore, were not included in the meeting packet. Joe Martin and Teresa Radermacher requested a copy of the original exhibits B,C and D.
- iii. Will Nimmow reached out to Dan Olson to request \$7,000 for the purchase of a new video playback server. The School District contributes a total of over \$87,000 into the city/school partnership.
- iv. The City/School Partnership is a partnership that extends to all equipment listed within the equipment exhibits, C and D.
- v. Will Nimmow believes both the city and the school need each other to continue operating in their respective interests.
- vi. Susan made a motion to approve the budget as presented and Katy Byrnes Kaiser seconded the motion. The motion was approved unanimously.

6. New Business

a. Strategic Planning Initiatives/ To Do List

- i. Teresa Radermacher outlined some of the items Joe Martin had put together regarding items to consider in the strategic plans of the committee. Teresa Radermacher also explained her document outlining the strategic planning items that are currently in progress.

7. Reports

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

8. Adjournment - Joe Martin motioned to adjourn the meeting and Susan Manning seconded the motion. The meeting was adjourned at 6:10PM

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

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**DEPARTMENT
PROGRAM BUDGET
ACCOUNT**

**Community Media
Operations
2023**

MISSION OF DEPARTMENT:

Monona Community Media aims to educate, engage and enrich our community through media production and media literacy. We produce and transmit quality, community-based programming to serve the residents of Monona. The purpose of these programs are to foster connections and engagement between the City, the School and the Community.

CHALLENGES AND OPPORTUNITIES AHEAD:

1. Additional staffing for both WVMO and daily department operations
2. Brand Community Media and WVMO more efficiently.
3. Demanding workload at WVMO regarding daily scheduling, daily programming, audio editing, and overall content creation.
4. Managing radio station volunteer efforts.
5. Continue curating content and building the MyMonona E-Newsletter
6. Consistent presence of WVMO and Community Media at Grand Crossing Park, including hosting and sponsoring of events and music concerts.
7. Increasing the presence and visibility of Community Media at City Center.
8. Increase promotion of radio station and visual services to community and area businesses.
9. Get Monona Grove High School (MGHS) students involved with WVMO.
10. Funding for larger, more expensive equipment replacement (both radio and TV).

LONG-TERM GOALS FOR THE DEPARTMENT:

1. Work with city administration to efficiently utilize community media, when appropriate, for city communications. (Both internal and external communications).
2. Steady funding from outside sources for the Community Media Department.
3. Permanent part-time audio production/communications position for radio station.
4. Formal process for MGHS student involvement with WVMO.

SIGNIFICANT PROGRAM, COST, AND PERSONNEL CHANGES:

Staffing and Benefits for 2023

1. MGHS student employees wage increase from \$10.60 to \$13.00 per hour.

GOALS FOR 2023:

2023 Goals	Status
Increase City of Monona promotional content with assistance from other city departments.	Planning and organizing processes for increased production work and efficiency.
Create content that can be broadcast on both radio & television	Began rebroadcasts of the “Silver Edition” which is recorded at MGHS studio and hosted by MGHS students.

Develop better processes and procedures for audio and video creation,	Redesign of the Media Coordinator position into a Multimedia Content Producer position.
Increase WVMO volunteer participation by requiring Radio show producers to volunteer for additional WVMO events and/or production.	Process has been set into place
Increase marketing efforts and fundraising for Community Media	MG Football broadcasts have been successful in the past. .
Work to brand Monona Community Media and WVMO as one entity.	Basic signage created.

**COMMUNITY MEDIA
ACCOUNT JUSTIFICATIONS**

REVENUES

<u>ACCOUNT</u>	<u>AMOUNT</u>	<u>DESCRIPTION</u>
203-46-44100-000 FRANCHISE FEES	\$ 1180,000	Estimated franchise fees
203-46-46700-000 OTHER REVENUE	\$ 73,089	Contract agreement with Monona Grove School District
203-46-49300-000 FUND BALANCE APPLIED	\$ 0	

TV EXPENDITURES

<u>ACCOUNT</u>	<u>AMOUNT</u>	<u>DESCRIPTION</u>
203-55-55370-110 WAGES	\$ 95,734	Director and Coordinator salaries
203-55-55370-119 WAGES, PART-TIME	\$ 7,696	High school operation technicians,

<u>ACCOUNT</u>	<u>AMOUNT</u>	<u>DESCRIPTION</u>
203-55-55370-130 FICA	\$9,870	
203-55-55370-131 WISCONSIN RETIREMENT	\$6,223	Wisconsin Retirement at 6.55%
203-55-55370-132 LIFE & DISABILITY	\$ 25	Estimated amount
203-55-55370-133 HEALTH INSURANCE	\$ 11,455	Estimated amount
203-55-55370-134 PROFESSIONAL DEVELOPMENT	\$525	Memberships, conferences
203-55-59210-212 ADMINISTRATIVE/ ACCOUNTING SERVICES	\$ 2,300	Reimbursement to City for data processing and accounting services
203-55-55370-221 TELEPHONE	\$ 0	
203-55-55370-310 OFFICE SUPPLIES		
203-55-55370-313 WEB PAGE DEVELOPMENT		
203-55-55370-340 MARKETING	\$0	
203-55-55370-341 STUDIO MAINTENANCE	\$2,000	Adobe software subscriptions,
203-55-55370-370 FUEL AND GAS	\$ 250	Travel to and from high school and other events
203-55-59210-510 INSURANCE	\$ 675	Department share of property insurance premium
203-55-55370-800 MEDIA COMMUNITY ROOM	\$0	
203-55-55370-810 EQUIPMENT	\$ 37,000	Computer, Video Server, Streaming Hub

RADIO EXPENDITURES

<u>ACCOUNT</u>	<u>AMOUNT</u>	<u>DESCRIPTION</u>
203-55-55370-110 WAGES	\$ 25,426	Director and Multimedia Content Producer salaries
203-55-55370-119 WAGES, PART-TIME	\$ 25,584	
203-55-55370-130 FICA	\$ 1,909	
203-55-55370-131 WISCONSIN RETIREMENT	\$ 1,729	Wisconsin Retirement at 6.55%
203-55-55370-132 LIFE & DISABILITY	\$ 0	Estimated amount
203-55-55370-133 HEALTH INSURANCE	\$ 1,933	Estimated amount
203-55-55370-134 PROFESSIONAL DEVELOPMENT	\$0	Memberships, conferences
203-55-55370-210 LEGAL	\$ 500	Radio station licenses renewal and paperwork
203-55-55370-340 MARKETING	\$ 0	WBA Awards Submission
203-55-55370-341 STUDIO MAINTENANCE	\$ 1800	radio automation system control,
203-55-59210-510 INSURANCE	\$ 203	Department share of property insurance premium
203-55-55370-816 STREAMING SERVICE	\$ 6900	Web streaming, Charter Studio phone, TDS Internet, Teamviewer Remote Service, WiFi hotspot
203-55-55370-820 MUSIC LICENSE	\$ 2,700	BMI, ASCAP, SESAC, SOUND EXCHANGE
203-55-56370-810 EQUIPMENT	\$1,500	Wireless Microphone and Stream recording

Television						2022	0%	-2%
	2019	2020	2021	TO DATE	YEAR END	2022	2023	2023
	<u>ACTUAL</u>	<u>ACTUAL</u>	<u>ACTUAL</u>	<u>6/30/2022</u>	<u>ESTIMATED</u>	<u>BUDGET</u>	<u>BUDGET</u>	<u>BUDGET</u>
REVENUES								
STATE AID	-	-	24,401	-	24,400	-	24,400	24,400
FRANCHISE FEES	122,003	109,086	94,365	23,495	95,000	120,000	95,000	95,000
OTHER REVENUE	56,380	41,556	62,867	-	75,000	78,500	73,089	73,089
FUND BALANCE APPLIED	-	-	-	-	-	-	-	-
	178,383	150,642	181,633	23,495	194,400	198,500	192,489	192,489
EXPENDITURES								
TELEVISION WAGES	72,028	51,369	73,482	46,673	-	91,475	95,734	95,734
TV WAGES, PART TIME	8,885	13,612	21,133	14,231	-	16,000	33,280	33,280
FICA	6,361	5,180	7,405	4,738	-	8,222	9,870	9,870
WISCONSIN RETIREMENT	4,915	3,670	5,162	3,131	-	6,129	6,223	6,223
LIFE & DISABILITY INSURANCE	16	18	27	13	-	25	25	25
HEALTH INSURANCE	10,557	6,590	13,010	6,227	-	11,070	11,455	11,455
PROFESSIONAL DEVELOPMENT	1,641	177	677	520	-	525	350	-
LEGAL	-	501	-	-	-	-	-	-
ADMINISTRATION/ACCTING SERV	2,300	2,300	2,300	-	-	2,300	2,300	2,300
GAS & ELECTRIC UTILITIES	-	-	-	-	-	-	-	-
TELEPHONE	1,548	1,019	1,248	312	-	-	-	-
OFFICE SUPPLIES	12	-	-	21	-	-	-	-
MARKETING	1,197	1,016	-	-	-	400	-	-
STUDIO MAINTENANCE	1,190	1,543	249	388	-	2,000	2,000	-
FUEL AND GAS	-	-	-	-	-	675	250	-
INSURANCE	675	675	675	-	-	675	675	675
MEDIA COMMUNITY ROOM	1,924	1,176	658	329	-	950	-	-
EQUIPMENT	19,906	18,870	12,904	5,432	-	16,000	37,000	-
MUSIC LICENSE	-	492	-	318	-	-	-	-
NEW TRANSMISSION METHODS	-	2,722	-	2,830	-	-	-	-
	133,155	110,930	138,930	85,163	-	156,446	199,161	159,561
						Expenditure Increase/decrease	27%	2%

	0% Budget		-2% Budget	
	<u>PROPOSED</u>	<u>DIFFERENCE</u>	<u>PROPOSED</u>	<u>DIFFERENCE</u>
PERSONNEL	156,586	18%	156,586	18%
NON-PERSONNEL	42,575	81%	2,975	-87%
TOTAL	199,161	27%	159,561	2%

2021

132,921

23,525

156,446

PROPOSED

156,586

42,575

199,161

DIFFERENCE

18%

81%

27%

PROPOSED

156,586

2,975

159,561

DIFFERENCE

18%

-87%

2%

RADIO

	2019	2020	2021	TO DATE	2022	2022	0%	-2%
	<u>ACTUAL</u>	<u>ACTUAL</u>	<u>ACTUAL</u>	<u>6/30/2022</u>	<u>YEAR END ESTIMATED</u>	<u>BUDGET</u>	<u>BUDGET</u>	<u>BUDGET</u>
RADIO WAGES	21,763	22,270	22,493	12,327	-	24,950	25,426	25,426
FICA	1,659	1,698	1,715	940	-	1,909	1,945	1,945
WISCONSIN RETIREMENT	1,425	1,503	1,518	801	-	1,622	1,729	1,729
LIFE & DISABILITY INSURANCE	9	9	12	7	-	15	15	15
HEALTH INSURANCE	779	769	775	340	-	1,933	1,933	1,933
PROFESSIONAL DEVELOPMENT	320	-	-	400	-	-	-	-
LEGAL	226	548	2,792	-	-	500	500	-
MARKETING	2,035	(40)	-	-	-	-	-	-
STUDIO MAINTENANCE	2,357	2	-	1,740	-	1,800	1,800	-
INSURANCE	203	-	203	-	-	203	203	203
STREAMING SERVICE	6,755	8,394	12,522	4,318	-	6,900	6,900	-
MUSIC LICENSE	<u>2,627</u>	<u>1,385</u>	<u>2,567</u>	<u>789</u>	-	<u>2,200</u>	<u>2,700</u>	-
	40,158	36,538	44,597	21,662	-	42,032	43,151	31,251
						Expenditure Increase/decrease	3%	-26%

	2021	0% Budget	-2% Budget
	<u>2021</u>	<u>PROPOSED</u>	<u>DIFFERENCE</u>
PERSONNEL	30,429	31,048	2%
NON-PERSONNEL	<u>11,603</u>	<u>12,103</u>	4%
TOTAL	<u>42,032</u>	<u>43,151</u>	3%

2022-23 Projects - City of Monona Community Media Committee								
#	Season	Summary	Start Date	End Date	Description/Scope	Lead(s)	Status Updates	Note
	On-going	My Monona Newsletter	7/1/2022	7/1/2023	TR: Work with Will to collect stories each month from city department heads, council alders and the mayor; format the newsletter and distribute.	Amanda / Anita		TR; do we want to keep this at a one-year term?
	Summer	2022 Budget Submission	7/1/2022	8/31/2022				
		Awareness Campaign						
		Adopt a Watt Campaign				Historically run by the Friends of VMO		
	On-going	PSAs on VMO						
		Branding Campaign						

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.

Part-Time Staff Assistant WVMO

Summary of Work:

WVMO is seeking a part-time staff assistant and volunteer coordinator. This position will help support the Director of Monona Community Media and MCM staff with traffic, content production, and day to day station operations. The selected individual will also help coordinate volunteer activities, including monitoring volunteer hours, the upkeep of Spintron reporting, training, volunteer placement, and volunteer recognition. The coordinator will be actively involved with volunteers, volunteer locations, and community organizations and will serve as a liaison with the Friends of WVMO 501(c) organization.

Essential Duties:

- Provide daily management support of the traffic components of WVMO programming.
- Create and produce a variety of non-musical content including interviews, regular features, special event promotion, and other content specific to WVMO's mission to inform and engage its listeners.
- Monitor and update daily logs and station content, including quality control, time sensitivity, emergency information, variety of content, and other issues involving Skylla maintenance and operations.
- Coordinate with WVMO Music Director in identifying issues with Skylla music logs including time checks, and assist with the processing of mail in music submissions and local music content.
- Coordinate recruiting, enrolling, orienting, training, recognizing and placing volunteers in appropriate settings to fulfil volunteer requirements.
- Provide ongoing training and support to volunteers.
- Support development, training, and coordination of partnerships and program activities with local community partners
- Maintain appropriate program and volunteer records and reports in accordance with federal guidelines and requirements.
- Market and communicate WVMO programs and services to the public.
- Participate as a volunteer for activities and programs as needed.
- Perform other work duties and responsibilities as required.

Qualifications/Skills/Abilities:

- 2-3 years of work experience in radio or other media, or undergraduate degree in a related field. Previous experience working with volunteers is a plus.
- Interest in and energy for volunteerism and community building.
- Solid organizational skills with attention to detail, accuracy, and follow-through in an independent, responsible manner.
- Ability to communicate effectively with diverse populations.
- Skilled at facilitation and system collaboration, information sharing, and team building.
- Excellent written and verbal communication, and computer skills.
- Ability and willingness to participate in volunteer activities and local events.

Job Type: Part-time

Pay: \$15.00 - \$17.00 per hour

Benefits:

- None

Schedule:

- Flexible to meet day to day requirements, staff and volunteer schedules, and online accessibility.
- Some designated hours at the WVMO studios to work directly with the MCM Director, MCM staff and volunteers, City of Monona personnel, and other groups or individuals with production or content assistance.
- Weekend availability

COVID-19 considerations:

- You will have the ability to work remotely at times due to COVID-19 Precautions and schedule.