

**AGENDA**  
**COMMUNITY MEDIA COMMITTEE**  
**Virtual Meeting via Zoom**  
**Thursday, September 8th, 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 August 11th, 2022 Meeting**

**4. Appearances**

**5. Unfinished Business**

- a. 2023 Operational Budget Discussion and Approval

**6. New Business**

- a. Review Committee Project List & Updates
- b. October meeting date & time (Will out 2nd Thursday next month)

**7. Reports**

- a. 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.

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

**1. Call to Order** - Committee Chair Teresa Radermacher called the meeting to order at 5:01pm

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

**3. Approval of minutes from July 21st, 2022 Meeting** - Katy Byrnes Kaiser motioned to approve the minutes and Anita Ashland seconded the motion. The minutes were approved unanimously.

**4. Appearances** - NA

**5. Unfinished Business** - NA

**6. New Business**

a. 2023 Operational Budget Discussion and Approval

i. Typo on Franchise fees - NOT one million - too many zeros. \$118,000.00

ii. Operating budget Overview

a. We're over because of two hourly positions

i. Fletcher Keyes

1. Music Director

ii. Eric Jandro

1. Production Assistant

b. Now we're asking for a new position.

i. Programming & Volunteer Coordinator

1. \$15/hour

2. 19 hours/week

c. The committee can recommend, Mayor can approve or not. But if we don't ask, she will never know it's needed.

d. Total budget \$190K operating and capital - we have no dedicated capital budget.

i. Recurring argument from this department

ii. Unlike other committees

2. Question: What does it mean to involve students in WVMO?

a. No formal plan, just an idea Will would like to explore

b. Good job training for students

c. Per Joe, football broadcasts might be a good entry point.

3. Questions about underwriting

a. What does sponsorship tie us to? How are we then obligated?

- b. Very similar to how Wisconsin Public Radio handles underwriting
  - c. Per Katie, the school board has advertising policies.
- 4. Per Will, RE the budget process.
  - a. He will meet with the mayor in early September (capitol) and then later Sept for operational.
  - b. She'll present her final budget to the council. She may remove items before presenting.
  - c. At that time, if needed, and if we feel strongly that we want to add something back in community members can speak at council meetings. We'll need two council members (motion and a second) to bring it to a vote and over-ride mayor's decision.
- 5. Projects
  - a. Newsletter
    - i. Submitted for this month (partial list)
      - 1. South Winnequah Road Update
      - 2. Ribbon Cutting at SD
    - ii. Future
      - 1. National Night Out
      - 2. **Teresa** to submit for Sustainability
      - 3. **Teresa** to get a submission from Landmarks
    - iii. **Anita and Amanda** will create a shared Google Sheet where we can all submit ideas
    - iv. Rather than asking Will to solicit ideas from Department heads at meetings, committee members are encouraged to reach out to Dept heads and appear at [the next upcoming committee meeting](#).
      - 1. There are a number of city committees many people don't know about
      - 2. Almost all are led by a department head and have 6-8 community member volunteers. Most also have an alder or two as chair/co-chair.
      - 3. MCM project leads could look on the city website, get contact info for the city liaison. Then, email that person and ask to be put on the agenda. Attend the meeting via Zoom, introduce yourself, explain what you're asking, and maybe walk away with 2-3 ideas right out the gate. Let them know you need newsletter ideas each month.
      - 4. NOTE - If you appear on an agenda under the "appearances" section, you will only be allowed to speak. You will not be allowed to collect feedback. So, when you speak with Department heads, ask to be put on the agenda "proper" not under "appearances", and make them aware that there might be some back-and-forth.
      - 5. NOTE - Most department heads lead more than one committee. City Planner Doug Plowman, for example, is liaison to Plan

Commission, Landmarks, etc. So, you do not need to make one outreach per committee.

6. Anita and Amanda will reach out to department heads / committee liaisons.
7. Per Amanda, would it be OK to have an evergreen area of the newsletter for soliciting article ideas? Yes! Will to speak with Leah about setting up a link on the newsletter that sends an email to him or another recipient.

b. PSAs

- i. What would being the “lead” on this project entail?
- ii. Finding stories, writing the scripts, coordinating a schedule, getting people into the studio.
- iii. Per Will, we always need a public safety PSA, per our FCC license. But, this could be as simple as: “safe grilling” or something about Christmas tree lights
- iv. Dave Bruner will lead this project. THANK YOU!
- v. Dave will create a shared Google sheet where we can all submit ideas
- vi. Dave will meet offline with Anita and Amanda and coordinate their visits to city committees.

c. Adopt a Watt Program

- i. The program started in 2017-ish
- ii. This will be discussed tonight at the Friends of VMO meeting
- iii. Friends want to organize a yearly “renewal” letter to go out to those who have adopted in the past.
- iv. Also want to build a database, collecting names, addresses, etc.
- v. Hope to have 100 adoptions (there are 100 watts at VMO)
- vi. Friends are currently transitioning their Treasurer from Jenn Kuhr to Sue Carr
- vii. Joe will have more updates at the next MCM meeting

6. Question: Do we want to approve the operating budget tonight?
  - a. Read at the first meeting, and vote at the second.
  - b. In the interest of transparency, if anyone is watching the meeting/recording, let’s hold off until next time for a vote.

7. Next meeting: September 8 at 5:00 PM

## 7. Reports

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

**8. Adjournment** - Joe Martin motioned to adjourn the meeting and Teresa Radermacher seconded the motion. The meeting was adjourned at 6:01pm.

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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.
2. Maintain Music Director hourly position
3. Add Production/Volunteer Coordinator hourly position

**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	\$ 40,404	Media Director, Programming Assistant, Production/Volunteer Coordinator
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	
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 & service agreement,
203-55-59210-510 INSURANCE	\$ 203	Department share of property insurance premium
203-55-55370-816 STREAMING SERVICE	\$ 6900	Radio 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	7,696	7,696
FICA	6,361	5,180	7,405	4,738	-	8,222	7,912	7,912
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	2,000
FUEL AND GAS	-	-	-	-	-	675	250	-
FUEL AND GAS	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	23,000
MUSIC LICENSE	-	492	-	318	-	-	-	-
NEW TRANSMISSION METHODS	-	2,722	-	2,830	-	-	-	-
	133,155	110,930	138,930	85,163	-	156,446	171,620	157,020

Expenditure Increase/decrease 10% 0%

0% Budget

-2% Budget

	2021	PROPOSED	DIFFERENCE	PROPOSED	DIFFERENCE
PERSONNEL	132,921	129,045	-3%	129,045	-3%
NON-PERSONNEL	23,525	42,575	81%	27,975	19%
TOTAL	156,446	171,620	10%	157,020	0%

## **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.

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.