

**AGENDA**  
**COMMUNITY MEDIA COMMITTEE**  
**Virtual Meeting via Zoom**  
**Thursday, October 6th, 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

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Meeting ID: 830 6818 0612

Password: 216042

**1. Call to Order**

**2. Roll Call**

**3. Approval of minutes from September 8th, 2022 Meeting**

**4. Appearances**

**5. Unfinished Business**

- a. Strategic Planning discussion

**6. New Business**

- a. Review PSA samples and discussion
- b. October Newsletter Items and discussion

**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.

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, September 8th, 2022**  
**5:00 P.M.**

**1. Call to Order** - Teresa Radermacher called the meeting to order at 5:04PM

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

**3. Approval of minutes from August 11th, 2022 Meeting** - Katy Byrnes Kaiser motioned to approve and Anita Ashland seconded the motion. The meeting minutes were approved unanimously.

**4. Appearances** - NA

**5. Unfinished Business**

a. 2023 Operational Budget Discussion and Approval

- i. Will Nimmow outlined the importance of the loss of 2 professional volunteers for the radio station and why he now needs to pay employees to have this work done.
- ii. Susan Manning proposes talking about how to raise funds for the department. Teresa Radermacher agreed that some funding initiatives could be explored.
- iii. Susan Manning motioned to approve the 2023 Operational Budget and Katy Byrnes Kaiser seconded the motion. The budget was approved unanimously.

**6. New Business**

a. Review Committee Project List & Updates

- i. Amanda Shohoney gave a brief overview of some of the top general analytics regarding the newsletter.
- ii. Susan Manning mentioned sponsors in the newsletter. Will Nimmow thought it might have to go through the mayor and council regarding any sponsorship approval.
- iii. Will Nimmow mentioned the plan with the newsletter going forward would be to decrease the amount of stories and work to condense the newsletter so people do not have to scroll through as much, or as far down.
- iv. Amanda Shohoney mentioned that we do not have a version of Constant Contact that allows for past year analysis.
- v. Anita Ashland outlined her workflow for collecting content and content ideas for the newsletter. Will Nimmow mentioned that council members are the chair of many committees within the city, so they should be active in the content curation process.

- vi. Will Nimmow shared the PSA form and PSA sample created by Dave Brunner as a starting point for PSA creation and curation.
  - vii. Awareness and Branding was mentioned by Will Nimmow as a larger, longer, more strategic planning type of project that the committee could undertake.
  - viii. Teresa Radermacher asked if anyone would like to be involved in the Adopt A Watt campaign with the Friends of WVMO. Will Nimmow suggested that the friends group attend a committee meeting to discuss any ideas or tasks that need more attention, which the committee may be able to assist and undertake some of the duties.
  - ix. Katy Byrnes Kaiser inquired about any demographic information regarding the WVMO listeners and Community Media YouTube viewers. Will Nimmow indicated that there is no data on the demographics other than the analytics from YouTube and the analytics from the WVMO online stream. Katy Byrnes Kaiser appreciated how complicated the relationship between Community Media and WVMO.
- b. October meeting date & time (Will out 2nd Thursday next month)
- i. Susan Manning Motioned to move the meeting to October 6th, 5pm and Katy Byrnes Kaiser seconded the motion. The motion was approved unanimously.
  - ii. Meeting for October scheduled for October 6th,5:00PM.

## **7. Reports**

- a. Committee ideas/discussion - NA

## **8. Adjournment** -

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## **WVMO – PSA Script Drafts**

### **Slow Down**

It's no denying that blasting WVMO in your car can certainly put a pep in your step, but don't let it put lead in your foot. Take it easy when your cruising through Monona. Our streets are filled with our kids, our friends, our pets, we're on our bikes, in strollers and wagons. Help keep everyone out and about in Monona safe by slowing down. Why would you want to get through Monona in such a hurry anyway?

### **Stop at stop signs**

Have you ever walked into a room and stopped to think, what was I doing again? The process of Stopping allows you to regroup, refocus and get back on track. Stopping at our lovely Monona stop signs is a wonderful opportunity for that same reflection of purpose. So, the next time you see a stop sign, come to a complete stop, take a look at your surroundings and refocus on what you're doing, part of which should be getting where you want to go safely.

### **Construction Zones**

We've all heard the old Monona tale of having just two seasons, winter and construction. It can be a real bummer to be detoured from your normal route or you can turn that frown upside down and take advantage of being able to explore a different Monona neighborhood, making possible such exclamations of "oh, this is where Frost Woods park is and oh this must be the house on McKenna Dan was talking about?"

### **Lock your cars and doors**

I hear it all the time around Monona, people wishing a certain someone would get outta their dreams and into their car, but in some cases, it can be a nightmare, like when you are not even near your car and it is not your dream date, but a stranger rifling through your stuff and helping themselves to your belongings. For sweet dreams and contented hearts, please make sure to lock your car doors.

### **Monona Police Cars**

If we had a street named electric avenue here in Monona, our wonderful police officers would be able to rock down to it in their sustainable, hybrid vehicles. Not only are these vehicles great for Monona's environment, but a cost savings as well, needing less fuel and maintenance. You may notice that our officers still need to idle when parked, as their computer equipment needs juice to operate.

### **Texting and Driving**

Ding, ding, I just can't stand it, I need to know, is that Bill telling me he didn't have a chance to get the spaghetti sauce from Frabonis? Is it Jill trying to tell me she can't pick up the boys from Winnequah? Is it my mom badgering me again to call the doctor about that rash? I just can't stand it, I'll just take a quick look. Bad idea Phyllis. Leave it be, it can all wait. And you shouldn't even have the dinger on, just look at how distracted you already are just by hearing the ding? Keep Monona safe Phyllis and keep your phone out of it.