

WISCONSIN COMMUNITY MEDIA

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The 2024 Annual Conference Workshops and Presentations

REGISTER ([HTTPS://WCM.MEMBERCLICKS.NET/2024CONFERENCE REGISTRATION](https://wcm.memberclicks.net/2024conferenceregistration))

Registration - ACM and WCM members

(Note: Community Producers working through a member media center are considered members.)

Full conference: \$175 **(EXCLUDES the Exhibitors Reception and the Fest Banquet)**

Full conference Late Rate after Tuesday, April 30: \$200

Thursday-only: \$100 **(EXCLUDES the Exhibitors Reception and Media Fest Banquet)**

Friday-only rate: \$120

Registration - Non-Members

Full conference rate: \$240 **(EXCLUDES the Exhibitors Reception and the Fest Banquet)**

Thursday-only rate: \$125 **(EXCLUDES the Exhibitors Reception and the Fest Banquet)**

Friday-only rate: \$145

Registration - High School and College Students

Full conference rate: \$100

Thursday-only rate: \$50 (does not include Exhibitors Reception, Media Fest Banquet and Show. Add \$50 to attend.)

Friday-only rate: \$50

Exhibitors Reception and Fest Banquet Tickets - Click here to go to Film Freeway (<https://filmfreeway.com/BestoftheMidwestMediaFest/tickets>)

Scholarships

Full conference: \$150. **Click Here to Apply** (<https://wcm.memberclicks.net/conference-scholarship-application>)

Scholarships are open to Wisconsin residents associated with Wisconsin media centers with budgets of less than \$50,000. Paid staff, volunteers, and community producers may apply. If you're not sure of your center's budget, apply, and we'll let you know if you qualify. Deadline to apply is Friday, April 19. We will let you know no later than April 22 if you have received a scholarship. Hotel reduced rates end on April 24.

Hotel deadline for group rate is April 24 - Click Here (</hotel-reservation>)

Conference Schedule

DAY 1 of 2
Thursday, May 16, 2024

8:00 - NOON Registration

9:00 - 11:00 AM Preconference Workshops

9:00 - 11:00 AM

The Social Dilemma

How to create and implement an effective social media strategy to drive brand awareness of your media center. We'll also cover legal considerations for your social media site, how and when to livestream on your social media sites and what content works best on social media.

Andrea Finn, Royal Credit Union

Alex Roux-Seboe, Royal Credit Union

Sara Larsen, Four Peas Consulting

Dr. Mary Worley, University of Wisconsin-Eau Claire

Tom Loucks, Communications Director, City of Marshfield

9:00 - 10:00 AM

Who Watches This Stuff?

Find out who is viewing your programs and how to use those analytics to increase the relevance of your programming and your media center to your community.

David Ballerstein, Communications Specialist, City of Marshfield

Patrick Andrews, TelVue

Chris Morgan, Cablecast

9:00 - 10:00 AM

LPFM Insider Meeting

Topics to include incorporating podcasts into your media center, doing remotes, how to generate revenue, FCC rules and regulations, available syndicated content, and more.

Paul Bame, Prometheus Radio

10:00 - 11:00 AM

Two (or More) of Us

How to work effectively with city departments, area non-profit organizations, and other sources of local media to produce relevant content for your community.

Ann Schweisguth, South Washington County Telecommunications Commission

Jason Egerstrom, Senior Community Relations Coordinator, City of Woodbury

10:00 - 11:00 AM

Talking Heads

Talk shows are the beating heart of much original media center programming. This workshop will look at how to host, what questions to ask, how to put guests at ease, and how to film discussions in an engaging fashion.

Janice Newman, Producer

Alan Luckett, Director, JATV Media Services

Amanda Gilbert, Communications Specialist, City of Janesville

11:00 AM - 6:30 pm Exhibit Hall Open

Noon - 1:15 PM Opening Lunch and Keynote Presentation

Welcome

Jake Timm, President, WCM Board of Directors

Ross Rowe, Chair, Midwest Region of the Alliance for Community Media

Aaron White, Eau Claire Economic Development

Keynote Presentation: Artificial Intelligence and Community Media

We'll look at the promises and pitfalls of AI systems and applications like ChatGPT and how AI is changing the future of journalism, media, and media centers.

Alex Smith, University of Wisconsin-Eau Claire, Department Chair, Computer Science

Daniell Krawczyk, Municipal Captioning

Janice Newman, Producer

1:30 - 4:00 PM 2 Sets of 2 Concurrent Workshops

1:30 - 2:30 PM

Communication Collaboration

Is your media center working with a communications manager? Is that manager you? We'll talk about how to collaborate and combine resources to implement marketing strategies for your community that include video, social media, website, newsletters, ad more.

Tom Loucks, Communications Manager, City of Marshfield

Lisa Sanford, Communications Manager, City of Fitchburg

Jeremy Crosby, Director of FACTy, City of Fitchburg

Amanda Gilbert, Communications Specialist, City of Janesville

Nick Faust, Assistant to the City Manager, City of Janesville

Video is Easy, Audio is Hard

We'll examine best practices for getting good audio both live and in post-production. Also, the latest products to help you get the best possible sound.

Paul Bame, Prometheus Radio

Nick Nitti, Audiobiz

2:30 PM - 3:00 PM - Time to network and visit the exhibitors.

3:00 - 4:00 PM

Beyond Cable

How to build a brand beyond your video service provider to strengthen your relevance in today's weakening cable TV environment. We'll look at delivering content and marketing your center across your website, mobile apps, over-the-top platforms, and social media.

Chris Morgan, Cablecast

Denise Rolfe, TelVue

Elliot Wesen, Castus

Refining Your Craft: The Art of Storytelling for Your Audience

Tired of editing tutorials that leave you lost? Anyone can learn the technical aspects of video editing, but true captivation comes from the power of storytelling. This workshop is your gateway to crafting videos that resonate, inspire, and leave audiences wanting more. Join us on a journey to unlock the secrets of video storytelling. Whether you're creating trailers, social media magic, or anything in between, this workshop equips you to understand your audience and craft narratives that spark emotions, drive action, or ignite thought. We'll delve into powerful storytelling techniques, taking your video creations from good to captivating. Get ready to transform your content and take your storytelling to the next level!

Steve Dayton, Fireside Productions

Austin Bower, AB Videography

Will Nimmow, Monona Community Media

4:15 PM - 5:00 PM

WCM ANNUAL MEETING

5:00 - 6:30 PM Exhibitors Reception

Meet and talk with **Our Exhibitors** and join us for appetizers, drinks and good conversation.

6:30 - 10:00 Best of the Midwest Media Fest Banquet and Show

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DAY 2 of 2
Friday, May 17, 2024

8:00 AM - 8:30 AM Registration

9:00 AM - NOON Exhibit Hall Open

8:30 - 9:45 AM Breakfast and Discussion

Breakfast and the Law

What are the latest legal issues community media centers and community producers need to be aware of? Potential topics could include HR 5337, the Protect Community Television Act, current video service provider issues, and more.

Michael Bradley, Bradley Werner, LLC

9:45 - 10:15 AM Hotel check out and visit the exhibitors!

10:15 AM - 1:15 PM 3 Sets of 2 Concurrent Workshops

10:15 - 11:00 AM

Creating Compelling and Engaging Local TV

Learn how you can enhance the quality and appeal of your programming at your media center, leading to better engagement and satisfaction among your viewers.

Denise Rolfe, TelVue

Chris Morgan, Cablecast

Free Content

In the wake of the recent closure of Digital Juice, what royalty-free content libraries are available and how should media centers and community producers be using them?

11:15 - 12:00 PM

Does Your Community Know?

How to market your media center as a vibrant part of your community beyond your channels, streams, and viewing platforms.

Remote Control

Learn how to creatively and effectively cover news and other events from the field. We'll look at trends, workflows, and emerging technologies that help you maximize your budget without compromising content.

Joyce Essig, LiveU

Shannon Slatton Schwartz, CCX Media

12:15 - 1:00 PM

Money Changes Everything

How to diversify and grow revenue sources for your media center to strengthen your media center's position within your organization. We'll look at underwriting, sponsorships, and paywalls.

Dana Healy, Cablecast

Patrick Andrews, TelVue

Elliot Wesen, Castus

No Camera Required

With mobile devices shooting in 8K, do you need that bulky camera? The pros and cons of going and shooting mobile.

Frank Caruso, OCA Media

Matt Gibes, City of Whitewater

Dana Healy, Cablecast

August Ringelstetter, MacMan

Closing Luncheon 1:15 - 2:45 PM

The Long Run

Despite what you may have heard, community media centers are here to stay. So how can we make them even better? We'll break up into discussion groups based on center size to brainstorm about what's working (and what isn't), and then discuss each group's findings with everyone. Get tomorrow's ideas today!

Moderator: Jeremy Crosby, FACTv, City of Fitchburg

Panelists: David Ballerstein, City of Marshfield

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