

2024 WCM/ACM Midwest Annual Conference

An Early Peek at What We're Planning!

February 20, 2024

For an up-to-date look go to <https://wisconsincommunitymedia.com/annual-conference>

PRECONFERENCES

The Social Dilemma. How to create and implement an effective social media strategy to drive brand awareness of your media center. (2 hours)

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. (1 hour)

It Takes Two (or More). How to work effectively with city departments, area non-profit organizations, and other sources of local media to produce relevant content for your community. (1 hour)

Talking Heads. Talk shows: 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. (1 hour)

LPFM Insider Meeting (1 hour)

PRESENTATIONS TO THE FULL GROUP (Opening Keynote, Breakfast, Closing luncheon)

Artificial Intelligence and Community Media. We'll look at the promises and pitfalls of AI systems and applications like ChatGPT and how AI could change the future of journalism, media, and media centers. (opening keynote)

Breakfast and the Law. What are the latest legal issues community media centers and community producers need to be aware of? (breakfast)

The Long Run. Despite what you may have heard, community media centers are here to stay. So how can we make them even better? Discussion groups and brainstorming about what's working. (closing luncheon)

THURSDAY WORKSHOPS

Communication collaboration. How to collaborate with a communications manager -- even if that manager is you -- to implement marketing strategies for your community. (1 hour)

Video is Easy, Audio is Hard. Best practices for getting good audio both live and in post-production. (1 hour)

Half hour break to talk to vendors or other attendees

Beyond Cable. How to build a brand beyond your video service provider to strengthen your relevance in today's weakening cable TV environment. (1 hour)

Saved by the Edit. The fundamentals of editing and how to better -- or transform -- your content in post-production. (1 hour)

WCM ANNUAL MEETING (1 hour)

EXHIBITORS RECEPTION (1 1/2 hours)

BEST OF THE MIDWEST MEDIA FEST SHOW (begins after the Thursday night banquet)

FRIDAY WORKSHOPS

Crafting Compelling and Engaging Local TV. Learn how to enhance the quality and appeal of your programming at your media center. (45 minutes)

Does Your Community Know? How to market your media center as a vibrant part of your community. (45 minutes)

Money Changes Everything. How to diversify and grow revenue sources for your media center. Underwriting, sponsorships, and paywalls. (45 minutes)

Free Content. What royalty-free content libraries are available and how should media center and community producers be using them? (45 minutes)

Remote Control. Learn how to creatively and efficiently cover news and other events from the field. (45 minutes)

No Camera Required. The pros and cons of going and shooting mobile. (45 minutes)