

**MINUTES**  
**COMMUNITY MEDIA COMMITTEE**  
**Virtual Meeting Via Zoom**  
**February 9th, 2023**  
**5:00 P.M.**

**1. Call to Order - 6:01PM**

**2. Roll Call** - Katy Byrnes Kaiser, Susan Manning, Teresa Radermacher, Bill Graf, Anita Ashland, Amanda Shoehoney were present. Lois Buckingham was absent. Joe Martin and Brennon Hechimovich were also present.

**3. Approval of minutes from January 12th, 2023 Meeting** - Anita Ashland motioned and Katy Byrnes Kaiser seconded the motion, the minutes were approved unanimously.

**4. Appearances** - NA

**5. Unfinished Business**

Teresa Radermacher asked Bill Graf, newly appointed committee member, to introduce himself.

- a. Video app naming discussion and approval
  - i. 12 characters for the name is preferred as that is the limit displayed on your phone.
  - ii. Bill Graf surveyed some fellow Monona members and thought keeping the name "Monona" in the name was going to be easier to identify with as opposed to WVMO. Susan Manning didn't want people to get confused, thinking the app included WVMO radio stream. Katy Byrnes Kaiser agreed keeping it simple and thought "Voice of Monona" was a good approach. Dave Brunner agreed. Katy thought it was good to stay with what people are already familiar and excited about and so WVMO worked well. Dave Brunner agreed.
  - iii. Bill thought this might be a good opportunity to give the video operations its own identity, as the radio and the video operations are appealing to separate audiences. Teresa Radermacher This is an opportunity to bring everything together and look at how we are branding everything. (newsletter, video, radio, app, website, social media). Utilizing WVMO in the app name was discarded by the committee. MyMonona as an app name was also discarded as a name.
  - iv. Teresa Radermacher is very excited about the committee and all the great work the committee is doing. Katy Byrnes Kaiser wondered if a survey would work well to get more information about what the committee feels and thinks about the connections between Monona Community Media and WVMO. Does the community know that WVMO is a part of Community Media?
  - v. Amanda - Could we narrow down to 4-5 names for the app and then put it into the newsletter for people to vote on. Will Nimmow - Monona Community Media should stay as the department name, but we should come up with a name for the video app itself. All other naming ideas and branding should come after we finalize the app name.

- vi. Bill Graf thought MyMonona as a name for the app could be confused with the website and therefore, might believe they are downloading an app for the website.
- vii. Will Nimmow verified that the app is currently only available for iOS and Android for smartphones.
- viii. Katy Byrnes Kaiser thought MononaGo was a good name for the app.
- ix. Brennan and Will indicated that videos will still be available on YouTube as well, for the foreseeable future. The Monona app will have both live and recorded content.
- x. Teresa Radermacher thought MononaGo fits well with the video app and thought it worked well. Dave Brunner made a motion to approve the name as MononaGo and Susan Manning seconded the motion. The app name was approved unanimously.

## 6. New Business

- a. Video app promotion ideas and discussion
  - i. Susan Manning thought of sending promotional ideas to Will Nimmow ahead of the next meeting. Teresa Radermacher suggested creating a sub group that worked on promotional directives. Bill Graf volunteered to create a press release to send to the Herald Independent and other local media outlets. Also put the information in the March newsletter. Teresa asked Dave Brunner if he would create some PSA scripts. Announce the new app during sporting events we cover live. Additional ideas can be explored after the committee has downloaded and utilized the app. Make an announcement during the school board meetings and city council meeting
- b. Promotion of Monona “Hot” Topics
  - i. Ex. TIF financing, Transit, Development, etc.
    - 1. Teresa Radermacher would like to see more information on WVMO, newsletter and video , regarding topics that the community may need more information. Such as, how does a TIF district work, Monona Transit, Monona Saltwise.
    - 2. Sue Manning thought educational events could be useful. Katy Byrnes Kaiser offered to share the schools plans and workflow on how they get information out to the public about referendum information.
    - 3. Teresa Radermacher and Brennon Hechimovich thought short facebook videos would work well for these ideas.
    - 4. The mayor does a good job of always providing information for the newsletter. City Council could do a better job of submitting information regarding their committee work. The newsletter is published the third Wednesday of every month.

## 7. Reports

a. Committee ideas/discussion - NA

**8. Adjournment** - Bill Graf motioned to adjourn the meeting and Anita Ashland seconded the motion. The meeting was adjourned at 6:32PM.

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

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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.

MyMonona VOD  
VMO - VOD (Video on Demand)  
WVMO TV  
WVMO Broadcast  
MyMonona Broadcasting  
MyMonona TV  
MyMonona My Screen  
MyMonona Streaming  
MyMonona Media  
MyMonona Channel  
MyMonona Productions  
MyMonona Studios  
Monona VOD  
MyMonona Screen  
VMO Screen  
WVMO Screen  
VMO Visuals  
WVMO Visuals

Voice of Monona - Website

VideoMonona

ShowMeMonona

ShowMonona

ReelMonona

KnowMonona

MoKnowNa

MononaTube

MononaReplay

GoMonona

OnlyMonona

OnlyInMonona

WhatDoYouMo