



COMMUNITY MEDIA CENTER

7210 W. Greenfield Ave. West Allis, Wisconsin 53214

(414) 321-1121, Fax (414) 321-3880

www.wacmc.org

In December 2007, the Wisconsin State Legislature passed the Act 42, the Video Competition Act, which in effect, allowed telecommunications companies like AT&T (U-Verse) to provide cable to citizens, in competition with cable providers like Time Warner. The bill did not require the telecommunications companies to provide additional fees to fund local PEG (Public, Educational, and Government) Access Channels. A three-year sunset clause was written into the bill, allowing public access stations in Wisconsin, like Channel 14 in West Allis, to receive funding for 3 additional years. As of the end of 2010, the Community Media Center of West Allis lost 100% of it's funding.

Under the state laws prior to the legislation, Channel 14 received \$150,000 a year directly from Time Warner Cable subscribers in West Allis, approved by the City of West Allis. Please note that no taxpayer money went toward funding public access television. In the past year and a half, the Community Media Center has made some hard decisions in reducing the Channel 14 budget nearly in half. Channel 14 has since expanded it's viewing area to include the City of New Berlin, applied for many non-profit grants, as well as working to forge partnerships to find less expensive facilities to call our future home.

It has come to the point where we need the financial support from the City of West Allis, of which we have supported the community through our media efforts over the last 30 years. If we are not able to acquire additional funds to sustain our operations, we will need to close our doors at the end of July.

The City of West Allis receives 5% of gross revenues from Time Warner Cable subscribers for use of local right of ways (i.e. the city streets where the physical cable is laid.) Although the city is not required by state law to allocate this money towards PEG channels, the City of West Allis has budgeted 2012 revenues of \$712,000 to the office of cable communications, City Channel 25.

After reviewing our current finances with our accountant, our current budget requires \$97,250 annually. We are requesting this amount from the City of West Allis on an annual basis, with this year's allotment request of \$48,625, beginning July 1, 2012.

Enclosed please find the following support documentation: 2012 CMC Budget, 2011 Annual Report and 2011 Year in Review DVD.

Please include our request on the June 19, 2012 Common Council meeting. We will be prepared to answer any questions which may be presented.

Respectfully yours,

The Board of Directors of the Community Media Center

RECEIVED

JUN 14 2012

CITY OF WEST ALLIS
CLERK/TREASURER



COMMUNITY MEDIA CENTER

7210 W. Greenfield Ave. West Allis, Wisconsin 53214

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www.wacmc.org

June 13, 2012

Honorable Mayor Devine and Common Council
C/O: City Clerk,
West Allis City Hall
7525 W. Greenfield Avenue
West Allis, WI 53214

Dear Honorable Mayor Devine and Common Council,

We, the members of the Community Media Center, submit this request to be included on the next Common Council meeting agenda, June 19, 2012.

The Community Media Center (CMC is Channel 14-Public Access) is located at 7210 W. Greenfield Avenue and is a non-profit 501(c)3 organization that provides public access television station Channel 14 and is broadcast on Time Warner Cable in West Allis and New Berlin. The CMC has provided quality local television programming to the West Allis community for 30 years and currently produces more than 200 local programs annually. On an annual basis, we help over 60 nonprofits broadcast their events and spread the word about their causes. CMC also educates students through camps on media and technology. Channel 14 currently produces more local programs using volunteers than any other PEG access channel in the Midwest, and is one of the top Public Access Stations in the country.

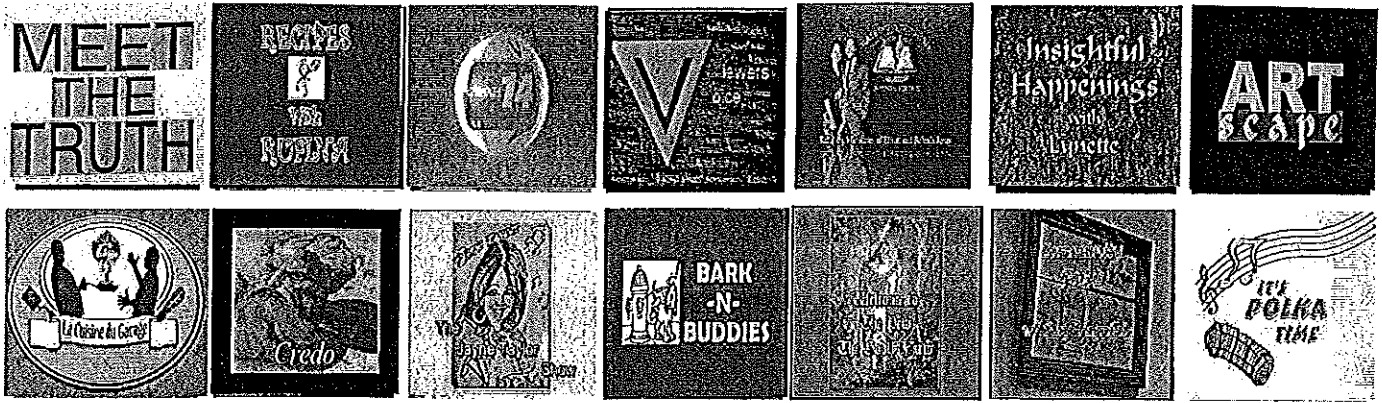
The Community Media Center IS the voice of the community of West Allis, and has been for over 30 years. Twenty regular series shows are broadcast every month, covering various topics such as: Veterans affairs, arts, music, technology, police activities, religion, politics, sports, animals, cooking and entertainment genres. The multitude of the city's senior community love our polka shows! Teens have created an eating healthy & exercise public service announcement. A dating violence prevention video was created by UMOs Resource Center. A show helping Veterans & Families in Crisis is one of our new series shows. We cover community events, such as: West Allis Citizens Service Awards, political candidate forums, the 4th of July parade, Christmas parade, Downtown A La Carte, West Allis car show, live Santa call-in show for children, Relay for Life (cancer fundraising event) and the Wisconsin State Fair preview, to name only a "few." Channel 14 producers take home statewide WAPC awards for their programming every year. In addition, the community bulletin board promotes over 60 non-profit organizations' events, projects and fundraisers (which impact thousands). The Community Media Center makes its services available (including training & equipment) to everyone regardless of income, education, race, gender, disability, sexual preference or political persuasion. It encourages people to create, produce and cablecast television programs by, for and about life in our community. **OUR COMMUNITY, OUR VOICE!** We all embrace our community! That is why many volunteers work together in strengthening our sense of community through this valuable resource!

**West Allis Community Media Center
Budget Approved**

	2011	2011	2012	2013
		Actual Expense	Projected	Projected
Income				
CD Interest	100.00	-	100.00	-
Fund Transfer	66,360.00	41,173.28	64,000.00	-
Donations	1,000.00	630.60	15,000.00	2,500.00
Dub Sales	2,500.00	2,510.00	5,000.00	2,500.00
Fundraising	5,000.00	2,359.61	10,000.00	6,000.00
Grants	-	-	13,500.00	-
Interest Money Market	100.00	183.57	100.00	-
Membership Dues	5,000.00	4,805.00	12,500.00	4,800.00
Miscellaneous Income	2,500.00	768.91	4,500.00	1,000.00
Total Income	82,560.00	52,430.97	124,700.00	16,800.00
Expense				
Employee Expenses				
Benefits	6,200.00	4,557.23	6,200.00	6,200.00
Mileage	500.00	-	500.00	-
Payroll Expenses	59,480.00	55,996.57	60,000.00	55,000.00
Professional Development	1,500.00	198.00	1,500.00	1,000.00
Unemployment Tax	1,500.00	144.35	1,500.00	1,500.00
Worker's Comp Insurance	1,500.00	1,311.96	1,500.00	1,000.00
Total Employee Expenses	70,680.00	62,208.11	71,200.00	64,700.00
Operating & Production Expenses				
Acct./Legal	3,000.00	1,921.00	3,000.00	5,600.00
Cleaning and Facility Supplies	500.00	209.35	250.00	300.00
Consulting Fees	-	2,375.00	5,000.00	2,500.00
Equipment Repair	1,500.00	469.96	1,500.00	1,500.00
Fundraising Expense	10,000.00	527.60	2,500.00	1,000.00
Insurances	800.00	699.43	800.00	800.00
Member Services	2,000.00	858.65	1,000.00	1,000.00
Miscellaneous	500.00	77.00	500.00	500.00
Office Supplies	1,200.00	1,500.49	1,200.00	1,200.00
Postage	500.00	358.97	500.00	500.00
Printing	1,750.00	1,385.69	1,000.00	1,000.00
Program Expense	1,500.00	1,560.41	500.00	500.00
Property Tax	430.00	433.47	450.00	450.00
Publicity/Advertising	2,500.00	580.00	1,000.00	1,000.00
Rent & Security	17,000.00	20,756.40	23,000.00	23,000.00
Telecommunications	2,200.00	2,327.86	3,000.00	3,000.00
Utility	6,500.00	4,394.91	5,000.00	5,000.00
Video Tapes/Media	500.00	490.92	500.00	500.00
Total Operating & Prod. Expense	52,380.00	40,927.11	50,700.00	49,350.00
Total Expense	123,060.00	103,135.22	121,900.00	114,050.00

Additional funds needed

(97,250.00)



WEST ALLIS COMMUNITY COMMUNICATIONS CORPORATION

2011 Annual Report

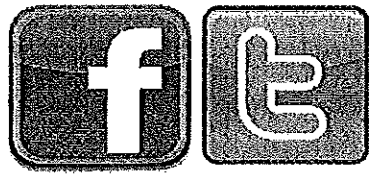
**Community Media Center
7210 West Greenfield Avenue in West Allis**

To be presented at 30th Annual Membership Meeting.
Wednesday, March 28, 2012 7pm

www.wacmc.org

Community MEDIA CENTER
Your Channel. Your Voice.

**WEST ALLIS
NEW BERLIN**



www.facebook.com/channel14westallis
www.twitter.com/channelfourteen



West Allis Community
Communications Corporation
30th Annual Report - 2011

Community Media Center
Channel 14
7210 W. Greenfield Ave. West Allis, WI
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2011 Board of Directors

Lynn Kuhlman – President
Jeremy Witter – Vice President
John Ash
Dante Chestnut
Michelle Kasar

Jerry Kucharski-Treasurer
Pam Zorko – Secretary
Matthew Naus
Sharon Rhode
Bob Schram

2011 Staff

Director of Programming.....Craig Mueller
Production Facilitator.....John Majewski
Graphic Designer.....Dylan Wilbur





From the Board President



Dear CMC Members,

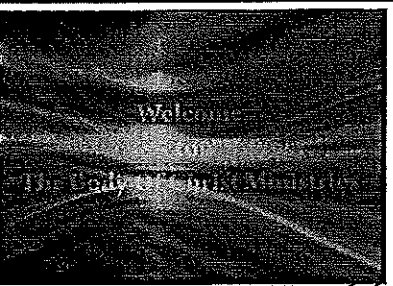
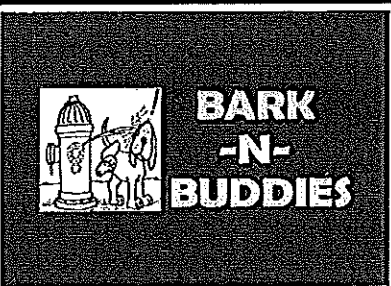
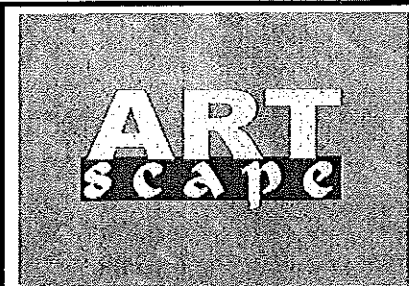
The past year has held both great accomplishments and great challenges. Many of the exciting new developments have been increased viewership through the expansion of Channel 14 to the City of New Berlin as well as the continued channel presence in West Allis. We have also increased our channel outreach through our web page and Facebook fan page that includes live online streaming of Channel 14 that can be viewed by anyone online worldwide. To compliment the new technology the Media Center used the generous funds provided by the West Allis Women's Club to invest in the Mac based editor using the industry standard Final Cut Pro application for professional editing. And we have dramatically reduced the operating budget of the CMC.

Although we have made positive headway in the reduction of operating costs, we continue to be challenged to replace the lost funding from our former primary source of franchise fees from Time Warner Cable. That significant amount of financial resource is no longer available in the State of Wisconsin for local community cable access centers. The Board and members of the Community Media Center have been working hard on developing strategic partners, grant writing, and fundraising methods to bring positive funding sources to the Media Center. Some of our fundraising success has been with the monthly karaoke event, West Allis Ala Carte, and 4th of July Parade. Currently Board members and volunteer members have been working on grant requests. Several Board members have been meeting with community leaders and strategic partners to look for opportunities to enhance resources, improve community outreach, and build future financial sustainability.

The Board of Directors continue to have a positive outlook on the future of the Community Media Center and the very important educational services we provide. We know the value of the services to our members and the West Allis/New Berlin communities goes far beyond just being another media source. We live our mission statement that "*We educate people and catalyze the exchange of ideas and information. We support free speech. We provide access to communications technology and empower individuals and organizations to work together in strengthening our sense of community.*" We hope to foster this important mission in all that we do and look forward to tackling the challenges and celebrating the successes to come.

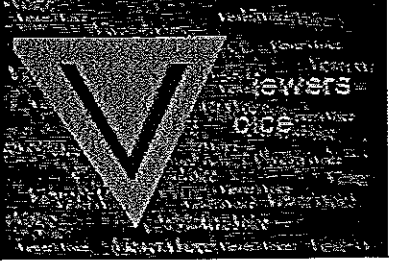
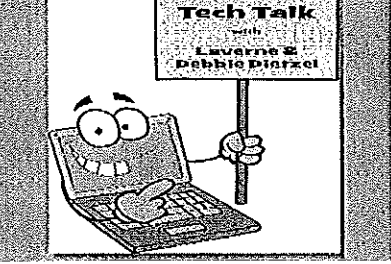
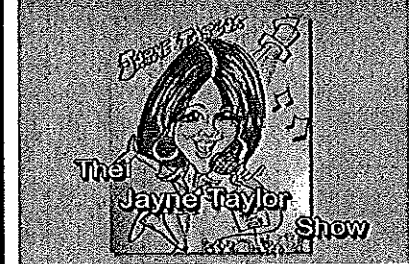
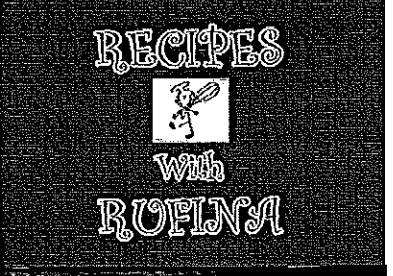
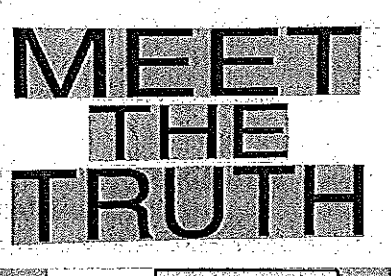
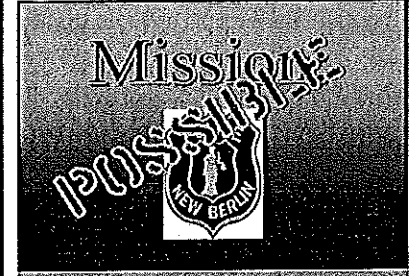
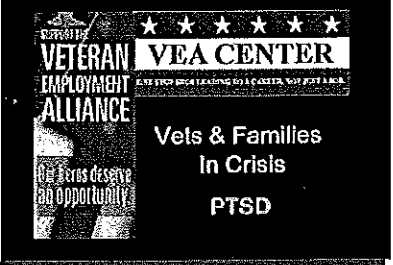
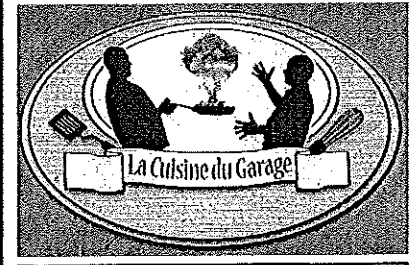
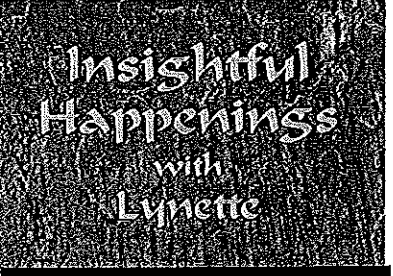
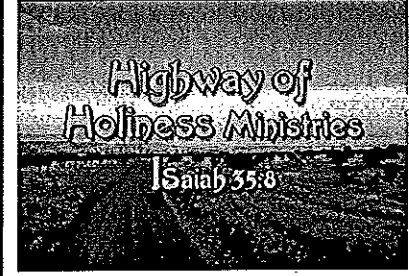
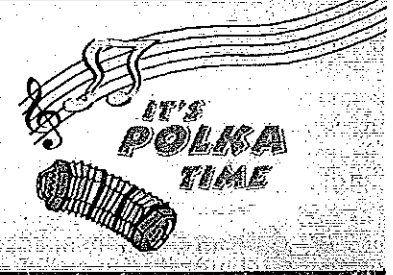
Sincerely,

Lynn Kuhlman
Board President
Community Media Center



SERIES PROGRAMMING

Artscape
Bark N Buddies
Body of Christ Ministries
Brew City Bands
Christian Faith Fellowship
Community Focus
Highway of Holiness
Insightful Happenings
It's Polka Time
La Cuisine du Garage
Meet the Truth
Mission : Possible
Recipes with Rufina
SpeakTV
Tech Talk
The Brew Crew Review
The Jayne Taylor Show
Viewers Voice
Vets & Families in Crisis
Youth Reveal





2011 Channel 14- Programming Highlights

- Milwaukee Co. Executive Candidate Forum produced by League of Woman Voters
- Fighting for Working Families: 3 Wisconsin Senators in Hiding- produced by Matthew Naus
- Dating Violence PSA produced by UMOs Latina Resource Center
- Comedy Sportz Show starring Pam Zorko produced by John Majewski
- West Allis Citizen Service Awards produced by Craig Mueller
- West Allis/New Berlin Relay for Life Preview produced by Jim Mejchar
- Eating Healthy & Exercise PSA produced by Youth Media Camp
- West Allis A La Carte 2011 produced by Bob Schram
- Recipes with Rufina: WA a La Carte produced by Rufina Garay
- 2011 4th of July Parade produced by CMC Staff & Volunteers
- It's Polka Time: Joe & Don Fojtik 2011 produced by Gene Schwartz

- Karaoke Fundraiser Programs #1-6 produced by Sharon Rhode with hosts Jayne, Kim Marie, Kalani & Pat.
- State Fair 2011 produced by CMC staff and volunteers
- 2011 Christmas Parade produced by CMC Staff & Volunteers
- Live Santa Call-In Show produced by CMC Staff & Volunteers
- NEW SERIES PROGRAM- Brew City Bands hosted by Cindy Huber, produced by M. Kasar.
- NEW SERIES PROGRAM- Christian Faith Fellowship East produced by Marcus Dixon
- NEW SERIES PROGRAM- Tech Talk producer by Debbie & Laverne Dietzel
- NEW SERIES PROGRAM- Veterans & Families in Crisis produced by CJ Brown.
- NEW SERIES PROGRAM- Youth Reveal hosted by Raymond Rivera and produced by Eileen Alvarado

Channel 14 producers created 200 programs in 2011

Month	Total	Studio	Portable	Running Total
January	15	7	8	15
February	14	4	10	29
March	18	10	8	47
April	16	11	5	63
May	18	10	8	81
June	21	11	10	102
July	16	11	5	118
August	17	13	4	135
September	20	12	8	155
October	13	6	7	168
November	15	9	6	183
December	17	10	7	200



Channel 14
Community Outreach

- | | |
|-------------------------------------|----------------------------------|
| Alzheimer's Association | Milwaukee Public Museum |
| Arts A' Fair | Milwaukee Symphony Orchestra |
| Bluegrass Players of Ozaukee County | Multiple Sclerosis |
| Body of Christ Ministries | Association of America |
| Boulevard Theater | National Night Out |
| Burlington Vortex Conference | National Wrestling Association |
| Catholic Books & Gifts | New Berlins Lions Club |
| Christian Faith Fellowship East | New Berlin Police Department |
| City of West Allis | Relay for Life |
| Comedy Sportz | Recreation Department |
| Community Improvement Foundation | Settler Weekend |
| Cub Scout Pack 584 | Sojourner Truth House |
| Downtown Business | Take a Stand for 9/11 Truth |
| Improvement District | Toastmasters |
| Dry Hootch | Veteran's Employment Alliance |
| Fighting Bob Fest | Viewers Voice |
| Food for the Hungry, Inc. | UMOS Latina Resource Center |
| Fourth of July Activies | WAMI |
| Guadalupe Head Start Program | West Allis Animal Hospital |
| Habitat for Humanity | WA/WM Chamber of Commerce |
| Highway of Holiness Ministries | WA/WM School District |
| Holy Assumption | Walking in the Spirit Ministries |
| Hunger Task Force | West Allis A La Carte |
| Kipakat Finnish Dancers | West Allis Charities |
| Lakefront Festival of the Arts | West Allis Crime Stoppers |
| League of Women Voters | West Allis Rotary |
| Lions Club Youth Exchange Program | West Allis Senior Center |
| Military Families First Program | West Allis State Fair Park |
| Milwaukee Ballet | Whole Foods |
| Milwaukee Brewers | Wisconsin Area Music Industry |
| Milwaukee County Parks | Woman's Club of West Allis |
| Milwaukee Film Fest | Young at Heart Chorus |

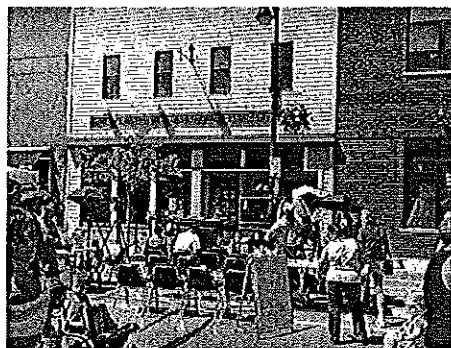


Activities and Accomplishments



- The Community Media Center successfully negotiated with the City of New Berlin to begin broadcasting Ch. 14 as of January 2012. The board hopes the expansion of viewership to nearly double the size will help with future fundraising and grant writing initiatives.
- The CMC was able to begin live webstreaming through our updated website so that Channel 14 can be viewed by anyone online worldwide.

- The Community Media Center was able to expand our marketing abilities by creating a Facebook fan page for Channel 14, that features weekly show clips and updates. Thanks to volunteer outreach, we have nearly 200 fans!
- Downtown West Allis A La Carte in June of 2011 featured Cooking demonstrations by Channel 14 cooking "stars" Rufina Garay & John Ash! Matthew Naus and other volunteers helped CMC fundraising efforts that day!



- The Community Media Center had seven participants in this year's Summer Youth Media Camp. The students produced several healthy lifestyle PSAs as well as being guest hosts on an healthy episode of "Recipes with Rufina".
- Several Channel 14 Producers took home statewide WAPC awards for their programming in May of 2011. Award winning producers included John Ash & Mark Meddaugh, Boni Blachly & Lynn Kuhlman, Laura Schram, Ann-Marie Pasko, Gene Schwartz & The Brew Crew Review gang!

- With the generous donation from the Woman's Club of West Allis, the Community Media Center was able to purchase a Macintosh Computer Editor featuring Final Cut Pro X editing software in 2011.
- Given the organization loss of funding, Channel 14 continues looking for many ways to generating their own revenue stream by actively seeking partnerships, increasing grant writing efforts, soliciting program sponsors, as well as monthly fundraising efforts like the Karaoke Fundraiser programs! Channel 14 needs every volunteer and source of support so that we can ensure our membership that we have a future beyond our 30th year!



West Allis Community Communities Corporation
Statement of Activities For Year Ending December 31, 2011

Income

Fund Transfer	\$ 50,939.98
Franchise Payment	\$ 41,337.80
Donations	\$ 630.60
Dub Sales	\$ 2,510.00
Fund Raising	\$ 2,359.61
Interest on Money Market	\$ 183.57
Membership Dues	\$ 4,805.00
Miscellaneous Income	\$ 768.91
<u>Total Income</u>	\$103,535.47

Expenses

Salary, Wages & Benefits	\$ 62,208.11
Legal & Accounting	\$ 1,921.00
Cleaning & Facility Supplies	\$ 209.35
Consulting Fee	\$ 2,375.00
Equipment Repair	\$ 469.96
Fundraising Expense	\$ 527.60
Insurances	\$ 699.43
Member Services	\$ 858.65
Miscellaneous	\$ 77.00
Office Supplies	\$ 1,549.00
Postage	\$ 358.97
Printing	\$ 342.86
Program Expense	\$ 187.84
Property Tax	\$ 433.47
Publicity/Advertising	\$ 580.00
Rent & Security	\$ 20,756.40
Telecommunications	\$ 2,327.86
Utilities	\$ 4,394.91
Video Tapes	\$ 490.92
Capitol Expenditures	\$ 2,767.14
<u>Total Expenses</u>	\$103,535.47

* The final year end financial documents are awaiting our annual organizational audit.

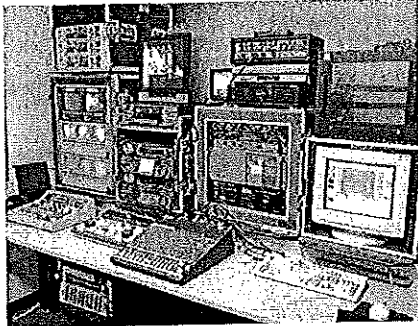
Channel 14- The Year in Photos



Community MEDIA CENTER



Your Channel. Your Voice.



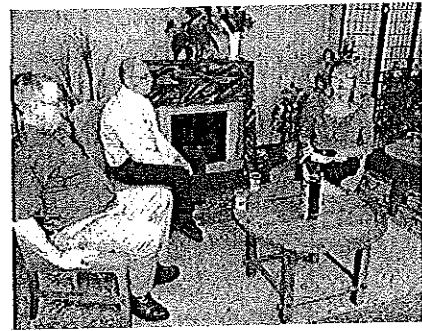
TV Production Workshops

Community Bulletin Board

Media Literacy Training

Mission Statement

The mission of the Community Media Center of West Allis is to be an educator and catalyst for the exchange of ideas and information. The Corporation provides access to communications technology, empowering individuals and organizations to work together in strengthening our sense of community.



Commitment to Diversity

The Community Media Center makes its services available to everyone regardless of income, education, race, gender, sexual preference, disability, or political persuasion. It encourages people to create, produce and cablecast television programs by, for and about life in their community.

Programming

The programming is aimed at the preservation, development and enhancement of diversity of thought, culture and heritage.



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