

WISCONSIN COMMUNITY



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April 27, 2018

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Mary Cardona
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Dear James,

It is my pleasure to inform you that the Wisconsin Community Media Board of Directors has chosen you to receive the 2018 WCM Friend of Access Award in recognition of your longtime support of community access television. Mary Ann Wold from Valley Media Works in Eau Claire and Al Reinhart from Algoma Community Television are also being honored this year.

The award reads, "In recognition of your work to preserve the true democratic voice of the community – Public, Education, and Government Access Television."

Former McFarland Cable Director, Brian Utter and WSTO TV Director Derek Westby both nominated you for this award this year. Brian wrote, "I believe there is truly no one more deserving of the Friend of Access Award. James has lived this title for 29 years and will wear it well for as long as he has the opportunity."

You have volunteered at WSTO Stoughton, WMCF McFarland, the Sun Prairie Media Center, and at the Madison School District channel. "Whether it was covering a local meeting, or a graduation.. James has done it. Whether it was assisting with filming a band concert or a play – James would help whenever asked," wrote Brian. Both are quick to say that sports announcing is your true passion. Brian said, "His radio voice paired with his commitment to know the players, team, and event statistics has enhanced the production of sports content in Dane County for over 15 years." You have been the voice of hockey coverage in Stoughton for 15 years and of football coverage for six.

You got the bug for access television in high school, covering a basketball tournament in Appleton for Bresnan Communications. You attended UW-Whitewater and interned at Cable 6 TV from 1992-1995 working your way up to serving as sports director and news director and in 2017, you were invited back to announce for the NCAA Regional Baseball Tournament. You interned at Milwaukee MATA in 1996 and you've worked in radio, as well.

"James is willing to help anyone," Derek wrote, but he also credits you with being "one of the driving forces for the way our production truck is designed"

and with “finding new products that work for us.” Derek closed his remarks by saying, “I am glad he is here.” WCM is glad, too. You’ve also helped judge the media fest and been one of our conference helpers and photographers for the last couple of years!

WCM is extremely pleased to present you with this very well-deserved Friend of Access Award and give you state-wide recognition for your dedication to community television. We invite you and a guest to the Best of the Midwest Media Fest Banquet and Show on Thursday, May 10, 2018 at the Oshkosh Best Western Premier Waterfront Hotel & Convention Center. The exhibitors reception begins at 5:30 pm, the banquet at 6:30 pm and the awards presentation and show follows.

Please contact me to let me know who is coming by emailing or calling me by Friday, May 6.

Sincerely,

A handwritten signature in cursive script that reads "Mary Cardona". The signature is written in black ink and is positioned above the typed name and title.

Mary Cardona
Executive Director

cc: WCM Members