

WISCONSIN COMMUNITY MEDIA

www.wisconsincommunitymedia.com

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Executive Director

Mary Cardona

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*Serving the needs of
community media centers
since 1998.*

Ms. Mary Shanahan-Spanic
544 East Homer Street
Milwaukee, Wisconsin 53207

Dear Mary,

I have the great pleasure to inform you that you have been chosen by the WCM Board of Directors to be the 2013 inductee into the WCM Hall of Fame!

Each year, WCM recognizes and inducts one community media professional who has shown great leadership and devotion to the mission of public, education, and government access television “empowering people to create media for human purposes.” I cannot think of anyone who has ever deserved this accolade more.

Mary, for over thirty years, you have made community television come alive, initially with Viacom on Milwaukee’s South and North Shores, then at MATA Community Media, and finally in West Allis, where in the 1990’s you helped turn around a floundering public access center and developed it into one of the most successful non-profit public access stations in the nation. As Executive Director of West Allis Community Media, you guided your station through difficult times, found new ways to reach out and earn revenue, and kept your trailblazing station alive. When PEG fees ended and cuts had to be made in early 2011, we were saddened to see such a strong advocate for PEG access sidelined too soon.

You made a difference on the local scene, but you also made a great contribution to the larger community of access television. One of the first group of community television stations to join the Wisconsin Association of PEG Channels, you served on the first board of six members beginning in 2000 and then unbelievably, continued to serve until 2010 without break. While on the board, you were deeply involved in conference planning, public policy, and building the organization. You were also involved with community television on the national level.

WCM would like to present the Hall of Fame award to you at our 2013 Spring Conference in Milwaukee, Wisconsin during our Video Fest Show. The event is being held at the DoubleTree by Hilton Hotel in downtown Milwaukee on Friday April 26. You and a guest are invited to the Exhibitors Reception at 5:30 pm, the Banquet at 6:30 pm and the Show afterward.

As a member of the WCM Hall of Fame, you will also become an Emeritus Member of WCM. “Emeritus” is a new membership category that allows WCM to recognize and utilize the experience and talents of retired community television staff. Emeritus members have all the rights of station members, including being eligible to serve on committees and run for the Board of Directors.

Please let me know if you can be present to accept this award by giving me a call anytime at 608-215-5594. Congratulations on your well-deserved recognition and I hope to see you!

Sincerely,



Mary Cardona
Executive Director