

WHEREAS; the sharing of ideas and information is critical to the vitality of communities across Wisconsin, yet access to quality local coverage has been declining in the media environment; and

WHEREAS; community media centers operated by municipalities, school districts, and non-profit organizations provide video programming that focuses on local government decision-making, community events, societal issues, youth sports, the arts, religious services, and human-interest stories; and

WHEREAS; strong media centers build strong communities by encouraging government transparency, fostering civic engagement, elevating local voices, promoting area businesses, and training students in being strong local media representatives; and

WHEREAS; operating through many platforms, community media centers strive to reach all media audiences through public, education, and government (PEG) access channels on cable television, video streaming platforms, video-on-demand sites, and social media platforms; and

WHEREAS; community media centers often offer students, non-profit organizations, and residents the opportunity to learn media skills and to create and share programs of importance to them through these media platforms; and

WHEREAS; given their connection to local communities, community media centers help foster a sense of community identity, connection, and understanding, as well as increase participation in local community activities and democratic government processes; and

WHEREAS; on this occasion, the state of Wisconsin celebrates the hard work and importance of Wisconsin’s community media centers and encourages all Wisconsinites to support their local media and stay involved in community happenings;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 20 2023 as

COMMUNITY MEDIA DAY

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 6th day of October 2023.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State