

**INFORMATION TECHNOLOGY**  
**Madison City Channel**  
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**Mission, Goals and Objectives**

The Mission of the Madison City Channel is to make local government accessible to Madison residents.

The Madison City Channel (MCC-12) is the City of Madison's award-winning government cable television station. MCC-12 fulfills its mission by providing live, gavel-to-gavel coverage of meetings of major local governmental bodies such as the Madison Common Council and the Dane County Board. Madison City Channel also produces a number of public affairs programs that go in-depth on issues facing local residents. MCC-12 also works with City departments to produce programming to increase citizen awareness of and participation in local government, public information and education, and for agency communications and employee training.

**Brad Clark, Station Manager/Cable Television Coordinator** **266-4839 / 261-9115**

General supervision of operations. Staff assignments and supervision. Development and implementation of long and short-range plans. Supervision of general equipment purchasing direction. Liaison with cable TV franchisee. Preparation and monitoring of annual budget. Preparation of monthly reports. Assistance to other City agencies in use of video. Annual City agencies' needs assessment. Executive producer/initiator of City Channel innovative programs. Liaison with local and national cable programming entities. Liaison with local elected/appointed officials, agency heads and the public.

As Cable Television Coordinator, liaison in resolving issues between the public and Charter Communications. Also serves as staff to the Broadband Telecommunications Regulatory Board.

**Doug May, Production Supervisor** **267-8784**

Oversees the production of programming for City Channel and other City agencies. Oversees the video/television production work performed by permanent, LTE and hourly staff and work study students. Plans production projects and activities. Oversees production scheduling. Oversees training of employees in all aspects of production. Maintenance and scheduling of major equipment repairs. Researches and specifies equipment and software needs. Meets with clients to discuss potential projects, timetables and cost estimates.

**Jennifer Hilgendorf, Programming Coordinator** **267-8631**

Develops and coordinates Programming Schedules. Oversees preparation and distribution of press releases and promotion of MCC-12. Oversees acquisition of programming. Oversees and supervises Master Control, Community Bulletin Board and City Channel Home Page, Operations. Oversees tape duplication services. Coordinates and maintains tape library. Oversees management of office. Oversees training of work study personnel in aspects of programming and office routine. Coordinates payroll.

**Boyce Johnson, City Channel Cablecast Production Technician** **266-6393**

Serves as Producer and Director for outside client projects and programs. Produces and directs Access: City Hall. Serves as Director for meetings and Ad-Hoc productions as needed. Maintains video systems and updates software. Researches and recommends equipment and software. Serves as Master Control engineer.

**Christopher Lang, Producer Director 2** **266-4005**

Produces and directs Madison Works. Handles special external clients' video projects, programs, and public service announcements. Serves as Director for meetings and other Ad-Hoc productions as needed. Serves as Production Assistant as needed.

**Christopher Richter, Producer/Director 1** **261-9116**

Serves as Producer and Director for the following meetings: Plan Commission, Transit and Parking Commission, Pedestrian, Bicycle and Motor Vehicle Commission, and Dane County Board. Serves as Producer and Director of The Mayor's Report and Senior Beat. Serves as Director for meetings and Ad-Hoc productions as needed. Trains staff on lighting set up and strike.

**Tanya Anderson, Assistant Programming Coordinator (Community Bulletin Board)** **266-6515**

Serves as Lead Worker of Community Bulletin Board - Graphic Designer. Maintains Scala software program. Creates computer scripts generated as informational tools for MCC-12 and other city departments. Works with outside clients on creating Community Bulletin Board pages. Compiles monthly programming statistics. Performs miscellaneous office work as needed.

**Joe Schraven, Producer/Director 1 (LTE)** **264-9242**

Serves as Producer and Director for the following meetings: Madison Common Council, Board of Estimates and Commission on People with Disabilities. Serves as Director for meetings and Ad-Hoc productions as needed. Serves as Production Assistant as needed.