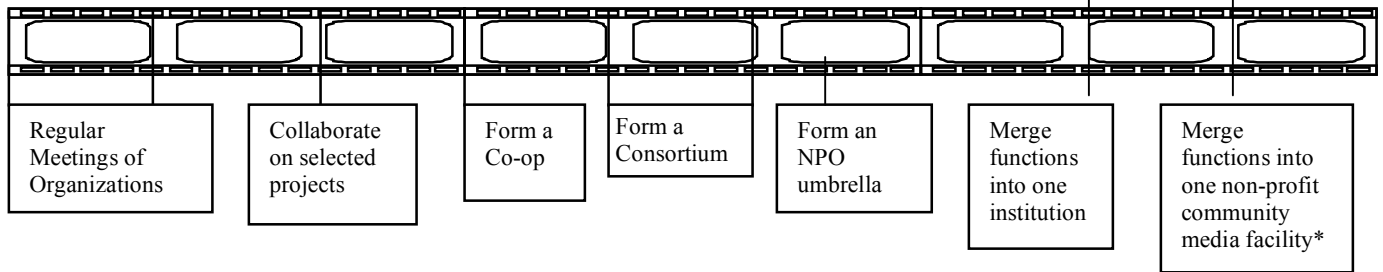


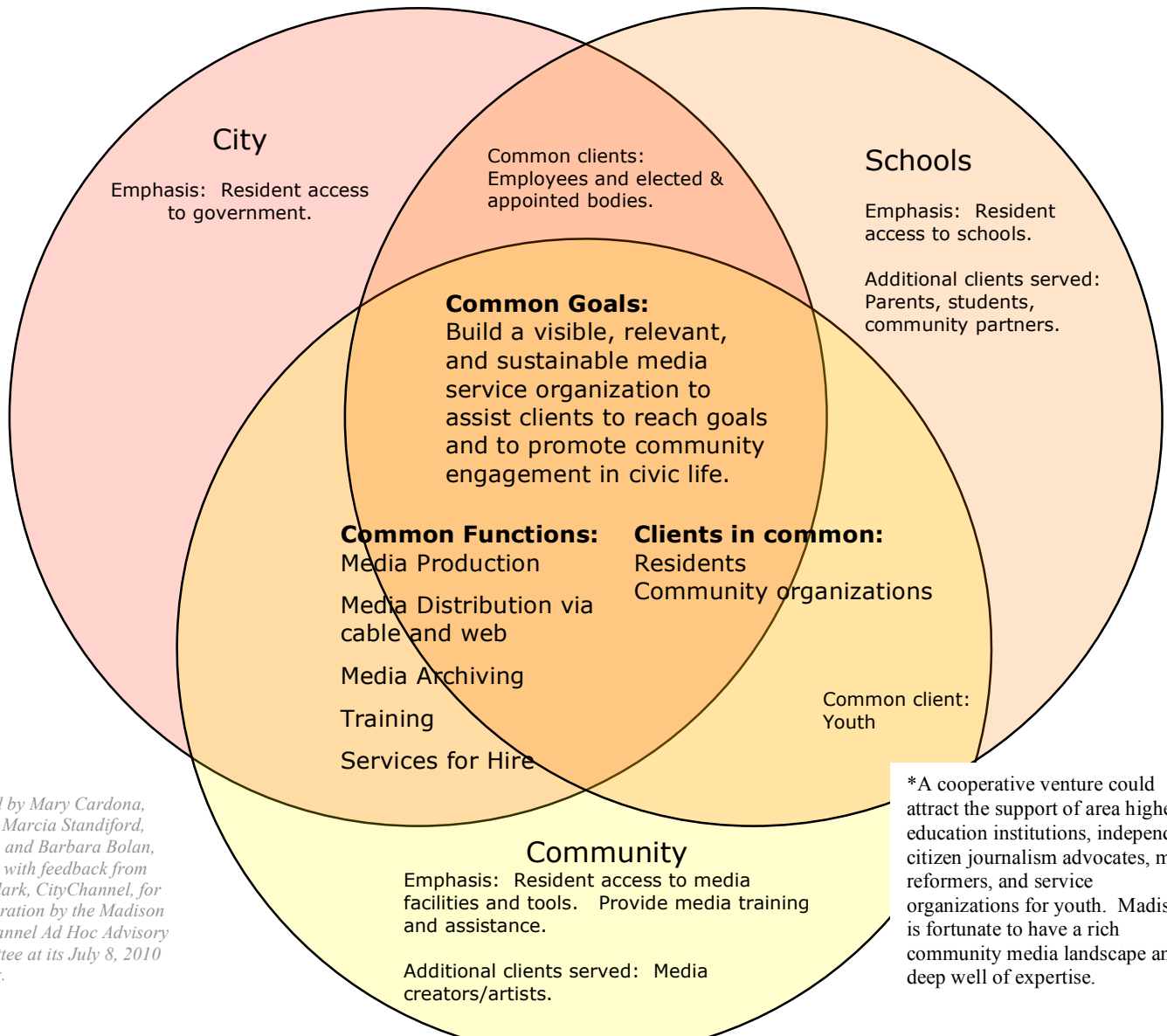
Could Madison's existing access channels collaborate in order to find efficiencies and improve services?

Continuum of Possibilities for Collaboration



If we consider a continuum of possibilities for collaboration, the purpose would be to identify the most effective and workable level of collaboration to achieve goals:

- ✓ Meet community needs
- ✓ Maintain distinct organizational identities
- ✓ Provide high-quality service to distinct constituencies
- ✓ Operate cost-effectively
- ✓ Build in sustainability



Created by Mary Cardona, WAPC, Marcia Standiford, MMSD, and Barbara Bolan, WYOU, with feedback from Brad Clark, CityChannel, for consideration by the Madison CityChannel Ad Hoc Advisory Committee at its July 8, 2010 meeting.

*A cooperative venture could attract the support of area higher education institutions, independent citizen journalism advocates, media reformers, and service organizations for youth. Madison is fortunate to have a rich community media landscape and a deep well of expertise.