

WMCA BOARD OF DIRECTORS MEETING
DAVE BATTERMAN, CHAIRMAN
Zeller Transportation, Hartford, WI
December 17, 2025

AGENDA

 Welcome and Roll Call

 Secretary's Report

 Membership Report

 Financial Report

 Foundation Report

 Safety Council Report

 Legislative Report

 2026 WMCA and Divisions Operational Budget

 Other Business

- WMCA Board Vacancies
- 2026 Calendar
- WMCA Podcast proposal
- WMCA Maintenance Council proposal

 Next Meeting

 ADJOURN

2025 MINUTES QUARTERLY WMCA BOARD OF DIRECTORS MEETING

**September 10, 2025
American Family Field
Milwaukee, WI**

Chairman Dave Batterman called the quarterly WMCA Board of Directors meeting to order at 12:01 p.m. on September 10, 2025 at American Family Field in Milwaukee, WI. The attendance sheet used for the Annual Business Meeting was used for the quarterly WMCA Board Meeting. A quorum was present.

Michael Hribar presented the minutes of the June 25, 2025 WMCA Board of Directors meeting which were approved on a motion by Chris Schmidt and seconded by Howie Heaton.

The Membership Report, Treasurer's Report and Foundation Report were presented and approved at the Annual Business Meeting.

Fiscal Year Change Resolution

The board discussed a resolution to change the fiscal year from October 1 to January 1, effective September 30, 2025. A bridge budget was presented to address the transition period from October 1 to December 31, with a projected deficit of \$2,635. The resolution was approved on a motion by Jim Stowell and seconded by Bill Skinner. The bridge budget was approved on a motion by Carrie Legg and seconded by Craig Wolf.

The next meeting of the WMCA Quarterly Board of Directors will be in December. The date and location will be announced soon. With no further business, a motion to adjourn was made by Bill Skinner and seconded by Bruce Tielens. The meeting adjourned at 12:15 p.m.

MEMBERSHIP REPORT

December 17, 2025

Craig Zeller, Reporting

Membership in the WMCA consists of **843** members in the following divisions:

<u>Membership Type</u>	<u>September, 2025</u>	<u>December, 2025</u>
Trucking	273	267
Allied	134	126
Movers	13	10
Milk Haulers	65	66
Towing	173	178
Motorcoach	26	26
Independent Owner Operators	190	168
Friends of Trucking	2	2
TOTAL	876	843

Membership in the WMCA and all Divisions remains generally stable but the owner-operator sector continues its downward trend.

The Membership Committee meets monthly to discuss new efforts for recruitment and well as ideas to retain current members.

This concludes the Membership report.

TREASURER'S REPORT
WMCA BOARD MEETING
December 17, 2025

Between October 1, 2025 and December 1, 2025, the WMCA had actual expenses of \$94,449 and actual revenue of \$106,549, creating a net surplus of \$12,100.

In comparison, the 3-month budget approved in September projected expenses at \$118,536, revenue at \$115,900 and a projected deficit of \$2,635. As of December 1, 2025, the fund balance was \$127,492.

In regards to other WMCA accounts, as of December 1, 2025, the Political Action Committee (W-TON) account had a balance of \$33,785 and the Truckers for Wisconsin Fund had a balance of \$21,779.

Overall, the Association remains fiscally sound, as we move into the new year with an emphasis on reducing costs, eliminating unnecessary expenses, implementing a new calendar fiscal year, and soon adopting a 2026 operational budget that is solvent and responsible.

This concludes the Treasurer's Report.

**Wisconsin Motor Carriers Association
Profit Loss by Class
October through November 2025**

<u>Oct-Nov 2025</u>	
Other Income/Expense	
Other Income	
Administrative Income	16,833.42
ATA Commissions	2,412.50
Association Meeting Income	215.00
Contribution Income	2,452.90
Convention Income	20,400.00
Dues	53,525.70
Golf Outing Income	-60.00
Independent Operator Fees	3,843.00
Interest Income	1,353.97
Processing Fee Income	523.29
Seminar Income	3,800.00
Thank A Trucker	1,250.00
Total Other Income	106,549.78
Other Expense	
Office Services	570.00
Accounting Services	6,896.72
ATA-TAEC Expenses	1,643.00
Banking Fees	14.33
Business Insurance	1,548.00
Convention Expenses	16,097.01
Membership Dues/Subscriptions	568.00
Merchant Fees	2,064.58
Office Supplies	330.11
Payroll & Related	48,782.95
Pension Plan Admin Fees	339.00
Postage & Mailing Supplies	844.08
Rent	6,152.00
Seminar Expenses	482.22
Tailgate Expenses	1,161.50
Telephone & Internet	499.98
Thank A Trucker Expenses	5,055.20
Travel Expenses	620.20
Utilities	530.49
Web Site	250.00
Total Other Expense	94,449.37
Net Other Income	12,100.41
Net Income	12,100.41

Wisconsin Motor Carriers Association
Balance Sheet
As of November 30, 2025

Nov 30, 25

ASSETS

Current Assets	
Checking/Savings	
Checking - General (OCB)	59,491.90
Money Market - General (OCB)	40,553.24
Reserve Fund (OCB)	182,425.08
Petty Cash	276.50
Total Checking/Savings	<u>282,746.72</u>
Total Current Assets	<u>282,746.72</u>
TOTAL ASSETS	<u>282,746.72</u>
LIABILITIES & EQUITY	
Liabilities	
Accounts Payable	<u>0.00</u>
Total Liabilities	<u>0.00</u>
Equity	
Fund Balance	127,492.86
Unrestricted Net Assets	143,153.45
Net Assets With Restrictions	0.00
Net Income	12,100.41
Total Equity	<u>282,746.72</u>
TOTAL LIABILITIES & EQUITY	<u>282,746.72</u>

WMCA FOUNDATION REPORT
WMCA Board Meeting
December 17, 2025

As of December 1, 2025, the balance in the WMCA Foundation account was \$103,251.

The Foundation provides grants up to \$1,500 to the truck driving diesel technician programs at the Fox Valley, Chippewa Valley, Waukesha County and Milwaukee Area technical colleges, and selected charitable organizations.

The Foundation provided \$2,000 to the 'Thank a Trucker' event in October for gift cards for drivers. The Foundation also made a \$250 donation to the Wisconsin Academy for Graduated Service Dogs in memory of WMCA President Tom Howells.

The 2026 Sport Shooting event will be scheduled for the first week in June next year, likely June 3rd. More information to come.

Thank you to everyone who continues to support the Foundation and supporting those in need.

This concludes the Foundation Report.

Wisconsin Motor Carriers Association
Legislative Report
December 17, 2025

State Legislation Update

Assembly Bill 271 proposes a modernization of state vehicle equipment laws by permitting the use of federally approved camera monitor systems (CMS) in place of traditional mirrors on commercial motor vehicles. WMCA testified in support of this bill and the Senate companion bill, emphasizing that CMS technology offers enhanced safety through wider fields of view, reduced blind spots, and improved performance in adverse weather and lighting conditions. **The bill was signed into law on December 9, 2025.**

Assembly Bill 458/Senate Bill 459 addresses the admissibility of expert witness testimony in Wisconsin courts. The WMCA testified in support of this bill and the Senate companion bill, which updates the state's evidence code to reinforce the judiciary's role in ensuring that expert testimony is based on reliable data, sound methodology, and valid application to case facts.

For the trucking industry, this clarification is essential as it promotes fairness and consistency in civil proceedings by reducing the risk of unsupported expert claims and enhancing predictability for all litigants. The Senate passed SB 459 on November 18th.

Limits on Non-Economic Damages Against Motor Carriers

Over the past several months, we've been negotiating a broad legal reform bill with trial attorneys, focusing on damage awards — especially non-economic damages (nuclear verdicts) against motor carriers.

Last month, the WMCA proposed:

- **\$2.5M cap**, indexed annually, with a **\$5M ceiling**
- **Exemptions** similar to Iowa (e.g., intoxicated driver, no CDL)
- **Minimum insurance** requirement

Trial attorneys countered with:

- **\$5M cap**, indexed annually with **no ceiling**
- **No cap** if the driver had BAC ≥ 0.04 , used drugs, refused testing, drove recklessly, used a phone, or committed a felony
- **\$3M minimum insurance** requirement (West Virginia law)

Federal Issues Update

U.S. Court of Appeals Pauses Non-Domiciled CDL Rule

On September 29th, the FMCSA issued an interim final rule restricting CDL eligibility to individuals with H-2A, H-2B, and E-2 visas. However, a coalition of labor unions and advocacy groups filed suit in the D.C. Circuit Court of Appeals on October 20, 2025 challenging the rule.

On November 10th, the court issued a temporary administrative stay, halting enforcement of the rule while the case proceeds. This means current licensing practices remain in effect for now.

H.R. 3608 – English Proficiency for Commercial Drivers

The bill would require commercial motor vehicle operators to demonstrate sufficient English proficiency to converse with the public, understand road signs, respond to official inquiries, and complete written reports. Drivers who fail to meet the standard could be declared out of service.

S. 2690 – Residency and Work Authorization Requirements for CDLs

This bill would restrict commercial driver's licenses to US citizens, lawful permanent residents, and non-citizens with explicit U.S. Citizenship and Immigration Services authorization to work as commercial drivers. The bill also requires states to prepare an annual report to the Secretary of Transportation outlining policies and actions taken to enforce existing federal regulations regarding English proficiency.

Bill Number	Title	Date Introduced	Summary
S.2114	Commercial Motor Vehicle English Proficiency Act	June 18, 2025	Amends Title 49 to modify commercial driver testing requirements related to English language proficiency.
S.2991	Connor's Law	Oct 8, 2025	Requires English language proficiency testing for commercial motor vehicle drivers.
S.3013	Secure Commercial Driver Licensing Act	Oct 16, 2025	Requires CDL issuance and renewal testing to be conducted only in English; includes non-domiciled CDL provisions.
H.R.5767	Secure Commercial Driver Licensing Act	Oct 17, 2025	Requires English-only CDL testing and defines non-domiciled CDL/CLP issuance requirements.
H.R.5177	WEIGH Act	Sep 8, 2025	Modifies Title 49 enforcement rules including provisions related to English-language verification at weigh stations.
H.R.5800	SAFE Drivers Act	Oct 21, 2025	Requires CDL applicants to pass a standardized English proficiency assessment approved by FMCSA.
H.R.1772	Designation of English as the Official Language Act	Mar 3, 2025	Declares English as the official language of the United States.
S.542	English Language Unity Act	Feb 12, 2025	Declares English as the official language and establishes national language rules.
H.R.5688	Non-Domiciled CDL Integrity Act	Oct 3, 2025	Amends Title 49 requirements for issuing non-domiciled CDLs.

2026 WMCA AND ALL DIVISIONS COMBINED BUDGET

Administrative Income	\$102,700.00
Advertising	\$2,500.00
ATA Commissions	\$0.00
Association Meeting Income	\$5,500.00
Contribution Income	\$15,650.00
Convention Income	\$182,500.00
Diamond Club	\$60,000.00
Dues	\$392,800.00
Golf Outing Income	\$60,000.00
Independent Operator Fees	\$15,000.00
Interest Income	\$7,000.00
Legislative Day	\$0.00
Mover Dues	\$2,025.00
NATMI Training Income	\$7,000.00
Postage Income	\$200.00
Processing Fee Income	\$12,000.00
PSDC Income	\$35,000.00
Road Team Income	\$7,000.00
Safety Banquet Income	\$25,000.00
Seminar Income	\$17,000.00
Services Royalties	\$8,000.00
Sporting Clays Shootout	\$32,000.00
SWEF Visits	\$1,000.00
Tailgate Income	\$45,000.00
Thank A Trucker	\$4,000.00
Truck Driving Champ Income	\$45,000.00
Truck Tech Competition	\$5,000.00
Total Income	\$1,088,875.00

Office Services	\$3,400.00
Accounting Services	\$53,300.00
Administrative Fees	\$102,700.00
Advertising & PR	\$0.00
Association Meetings	\$4,950.00
ATA-TAEC Expenses	\$6,000.00
Banking Fees	\$400.00
Business Insurance	\$11,000.00
Contributions & Scholarships	\$7,500.00
Convention Expenses	\$107,000.00
Convention Entertainment	\$1,000.00
Golf Outing Expenses	\$40,000.00
IT Equipment & Maintenance	\$2,500.00
Legislative/Business Day	\$0.00

Lobbying Licensing Fees	\$500.00
Subscriptions	\$12,000.00
Merchant Fees	\$14,000.00
Office Supplies	\$4,750.00
Payroll & Related	\$387,000.00
Pension Plan Admin Fees	\$1,500.00
Postage & Mailing Supplies	\$5,000.00
PSDC Expenses	\$30,000.00
Rent	\$33,000.00
Road Team Expenses	\$8,000.00
Safety Banquet Expenses	\$25,000.00
Seminar Expenses	\$9,000.00
Sporting Clays	\$32,000.00
Tailgate Expenses	\$24,000.00
Telephone & Internet	\$3,000.00
Thank A Trucker Expenses	\$4,000.00
Travel Expenses	\$7,000.00
Truck Driving Champ	\$40,000.00
Truck Tech Competition	\$5,000.00
Utilities	\$1,300.00
Washington D.C. Trip	\$2,000.00
Total Expenses	<u>\$987,800.00</u>
Net Income	\$101,125.00

COMBINED INCOME - ALL ASSOCIATIONS: \$1,088,075.00

COMBINED EXPESNES - ALL ASSOCIATIONS: 987,800.00

NET INCOME - ALL ASSOCIATIONS: \$101,125.00

WISCONSIN MOTOR CARRIERS ASSOCIATION ONLY

Administrative Income	\$102,700.00
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Advertising	\$2,000.00
ATA Commissions	\$0.00
Association Meeting Income	\$5,000.00
Contribution Income	\$12,000.00
Convention Income	\$80,000.00
Diamond Club	\$60,000.00
Dues	\$320,000.00
Golf Outing Income	\$60,000.00
Independent Operator Fees	\$15,000.00
Interest Income	\$7,000.00
Legislative Day	\$0.00
Mover Dues	\$2,025.00
Processing Fee Income	\$12,000.00
Seminar Income	\$12,000.00
Services Royalties	\$8,000.00
Sporting Clays Shootout	\$32,000.00
Tailgate Income	\$45,000.00
Thank A Trucker	\$4,000.00
Total Other Income	\$778,725.00

Other Expense Office Services	\$3,400.00
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Accounting Services	\$53,300.00
Association Meetings	\$3,000.00
ATA-TAEC Expenses	\$6,000.00
Banking Fees	\$400.00
Business Insurance	\$11,000.00
Convention Expenses	\$45,000.00
Golf Outing Expenses	\$40,000.00
IT Equipment & Maintenance	\$2,500.00
Legislative/Business Day	\$0.00
Lobbying Licensing Fees	\$500.00
Membership Dues/Subscriptions	\$10,000.00

Merchant Fees	\$14,000.00
Office Supplies	\$4,500.00
Payroll & Related	\$387,000.00
Pension Plan Admin Fees	\$1,500.00

Postage & Mailing Supplies	\$5,000.00
Rent	\$33,000.00
Seminar Expenses	\$6,000.00
Sporting Clays	\$32,000.00
Tailgate Expenses	\$24,000.00
Telephone & Internet	\$3,000.00
Thank A Trucker Expenses	\$4,000.00
Travel Expenses	\$5,000.00
Utilities	\$1,300.00
Washington D.C. Trip	\$2,000.00
Total Other Expense	<hr/> \$697,400.00
Net Income	<hr/> \$81,325.00

WISCONSIN MILK HAULERS ASSOCIATION

Other Income/Expense Other	
Income	
Administrative Income	
Advertising	\$500.00
Association Meeting Income	\$0.00
Contribution Income	\$800.00
Convention Income	\$15,000.00
Dues	\$14,000.00
Total Other Income	<hr/> \$30,300.00
 Other Expense Office Services	
	\$0.00
 Administrative Fees	\$15,600.00
Association Meetings	\$400.00
Convention Expenses	<hr/> \$12,000.00
Total Other Expense	<hr/> \$28,000.00
Net Other Income	<hr/> \$2,300.00
Net Income	<hr/> \$2,300.00

WISCONSIN TOWING ASSOCIATION

Contribution Income	\$2,500.00
Convention Income	\$80,000.00
Dues	\$44,000.00
Seminar Income	<u>\$5,000.00</u>
Total Other Income	\$131,500.00
Administrative Fees	\$57,100.00
Association Meetings	\$400.00
Contributions & Scholarships	\$7,500.00
Convention Expenses	\$45,000.00
Convention Enternmt/Speakers	\$1,000.00
Membership Dues/Subscriptions	\$1,000.00
Office Supplies	\$250.00
Seminar Expenses	<u>\$3,000.00</u>
Total Other Expense	<u>\$115,250.00</u>
Net Other Income	<u>\$16,300.00</u>
Net Income	\$16,300.00

WISCONSIN SAFETY MANAGEMENT COUNCIL

Association Meeting Income	\$500.00
Dues	\$6,000.00
NATMI Training Income	\$7,000.00
Postage Income	\$200.00
PSDC Income	\$35,000.00
Road Team Income	\$7,000.00
Safety Banquet Income	\$25,000.00
SWEF Visits	\$1,000.00
Truck Driving Champ Income	\$45,000.00
Truck Tech Competition	<u>\$5,000.00</u>
Total Other Income	\$131,700.00

Administrative Fees	\$17,800.00
Association Meetings	\$1,000.00
Membership Dues/Subscriptions	\$1,000.00

PSDC Expenses	\$30,000.00
Road Team Expenses	\$8,000.00
Safety Banquet Expenses	\$25,000.00
Travel Expenses	\$2,000.00
Truck Driving Champ Expenses	\$40,000.00

Truck Tech Competition Expenses	\$5,000.00
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Total Other Expense	<u>\$129,800.00</u>
Net Other Income	<u>\$1,900.00</u>
Net Income	\$1,900.00

WISCONSIN MOTORCOACH ASSOCIATION

Contribution Income	\$350.00
Convention Income	\$7,500.00
Dues	\$8,800.00
Total Other Income	<hr/> \$16,650.00
 Administrative Fees	\$12,200.00
Association Meetings	\$150.00
Convention Expenses	\$5,000.00
Total Other Expense	<hr/> \$17,350.00
Net Other Income	<hr/> -\$700.00
Net Income	<hr/> -\$700.00



WMCA Podcast Launch Proposal

🎯 Purpose & Vision

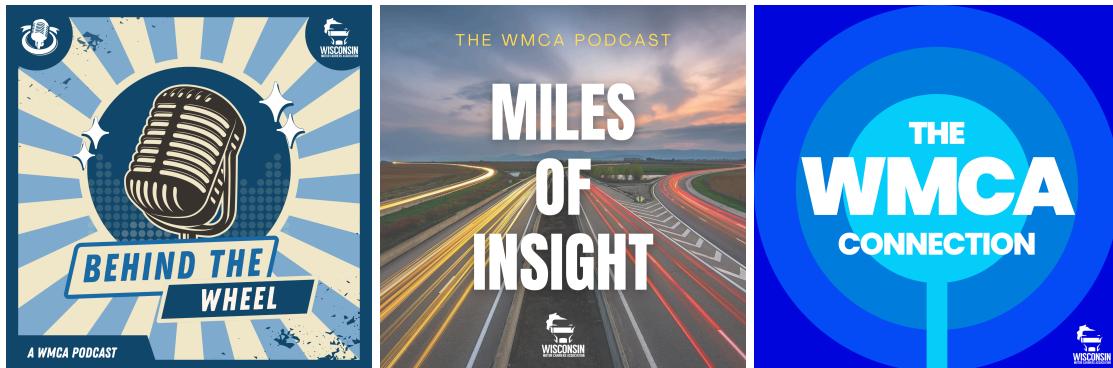
The WMCA Podcast will serve as a professional, educational, and engaging platform to connect with association members, industry peers, and the broader public. Through monthly episodes, we'll share insight into trucking legislation, safety initiatives, member stories, and current events impacting Wisconsin's trucking industry.

Tone: Professional but conversational — “insider access” to Wisconsin's trucking community.

Title Ideas:

- Behind the Wheel: A WMCA Podcast
- Trucking Forward: A WMCA Podcast
- The Wisconsin Motor Carrier Connection
- Miles of Insight: A WMCA Podcast
- Haul About It: A WMCA Podcast

Cover Art Ideas:



\$ Realistic Cost Estimates

Setup Type	Estimated Cost	Includes
DIY (In-House)	\$500–\$2,000 (one-time)	Professional mic setup, interface, basic lighting, branding
Ongoing (Yearly)	\$200–\$500	Hosting + optional software subscriptions

Typical Setup Breakdown:

Item	Example	Cost
Microphone	Shure Dynamic , Blue Yeti , Shure MV7 , Rode PodMic	\$100–\$500
Audio Interface	Focusrite Scarlett Solo	\$100–\$150
Headphones	Audio-Technica M40x	\$80–\$100
Mic stand / pop filter	Basic setup	\$50–\$100
Software	Adobe Audition (\$20/mo) Adobe Premiere (20/mo) Adobe Cloud (\$35/mo)	\$240–\$500/yr
Hosting Platform	Buzzsprout , Podbean , or Spotify for Podcasters	\$0–\$25/mo
Branding	Canva	Free / Already Pay For

→ **Total Startup:** \$500–\$2,000

→ **Ongoing:** ~\$200–\$800/year

Return on Investment & Sponsorship Opportunities

Overview

The WMCA Podcast will serve as both a member engagement tool and a revenue opportunity. By spotlighting industry issues, legislative updates, and member stories, the podcast strengthens WMCA's role as the voice of Wisconsin trucking — while providing measurable value through sponsorship exposure.

Potential ROI Streams

ROI Source	Description	Estimated Annual Value
Episode Sponsorships	Offer exclusive or rotating sponsor spots per episode (logo on video, name mention, short ad read)	\$250–\$500 per episode × 12 episodes = \$3,000–\$6,000/year
Co-Branded Segments	Sponsored “Safety Tip of the Month” or “Compliance Minute”	\$500–\$1,000 per segment sponsor annually
Cross-Promotion	Sponsors gain additional exposure via WMCA newsletters, social media, and website embeds	Indirect — boosts engagement, membership value
Recruitment & Advocacy Impact	Increases member pride and public visibility, strengthening WMCA's brand and policy voice	Long-term institutional ROI
Content Longevity	Evergreen episodes remain accessible online, providing ongoing exposure for sponsors and WMCA	Long-term cumulative ROI

Why It's a Smart Investment

- Low Production Overhead: Once setup is complete, ongoing costs are minimal.
High Brand Longevity: Episodes live indefinitely on major platforms and YouTube.
- Built-in Audience: WMCA already has a dedicated member and industry following.
- Professional Content Value: The podcast reinforces WMCA's expertise, increasing credibility with lawmakers, partners, and potential members.

 **Projected ROI Snapshot**

Metric	Year 1 Goal
Episodes Released	12
Average Listeners per Episode	300–500
Sponsorship Revenue	\$3,000–\$6,000
Cost Recovery Timeline	Within first 6 months
Net ROI	100–150% within first year

 **ROI Summary**

By securing one \$250–\$500 sponsor per episode, WMCA can fully fund the podcast program while simultaneously increasing member engagement, visibility, and advocacy reach — all with relatively low production overhead.



DIY Production Workflow

1. Plan Your Concept

- Audience: WMCA members and industry peers
- Value: Education, interviews, legislative updates, and advocacy
- Frequency: Once per month for quality and sustainability

2. Set Up Recording Environment

- Quiet, carpeted space (use rugs or curtains to absorb sound)
- Use **dynamic microphones** to reduce background noise
- Record with headphones to prevent feedback

3. Record Your Episodes

- Tools: Audacity, Riverside.fm, Zencastr, or Zoom
- Pilot: Record a short 10–20 minute test episode

4. Edit for Clarity and Flow

- Trim filler words, adjust levels, and add intro/outro
- Normalize volume (Audacity > Effect > Loudness Normalization)
- Add royalty-free music (Pixabay or Uppbeat)

5. Publish & Promote

- Upload to **Buzzsprout, Podbean or Spotify**
- Share via **newsletter, website, and social media**
- Encourage guests to share their episode links



Monthly Production Schedule

Task	Details	Time Estimate
Plan Topic / Book Guest	Choose timely topic, confirm guest, prep questions	2–3 hrs
Record Episode	Record audio/video in office, capture promo clips	1–2 hrs
Edit Episode	Add intro/outro, sync video, polish audio	4–5 hrs
Publish & Promote	Upload, share via newsletter/socials, tease next topic	1–2 hrs

Total Time: Roughly 8–10 hours per month



6-Month Content Calendar (Example)

Month	Topic	Guest Type	Focus
January	New Year Industry Outlook	WMCA leadership	Priorities and goals
February	Winter Safety Spotlight	Safety Director	Best practices
March	Legislative Update	Policy Advocate	Key legislation summary
April	Member Feature	Fleet Owner/Operator	Local success story
May	Technology Trends	Vendor or Expert	Innovations in trucking
June	Interview Guest Speaker	WMCA leadership & guest	Highlights and insights

💬 Content Strategy (Examples)

Episode Type	Description	Example
Legislative Update	Recap new laws or regulations	“What the new FMCSA rule means for carriers”
Member Story	Interview with a WMCA member	“Inside a family-run fleet keeping Wisconsin rolling”
Event Preview/Recap	Highlight WMCA activities	“Behind the scenes at the annual convention”
Expert Discussion	Invite a compliance or safety expert	“Understanding cargo securement inspections”
Roundtable	Two or more guests, moderated	“Women in Trucking: Voices from the Road”

⌚ **Pro Tip:** Record short bonus clips for use as teasers or social posts.

💬 Promotion Strategy

Channel	Content Type	Example
Email Newsletter	Episode summary + embedded player	“This month: Winter Safety Tips”
Facebook / LinkedIn	1-minute video clip + quote	“Hear how new regulations affect drivers”
YouTube Shorts / Reels	Highlight clips	“Quick Take: Cargo Securement Basics”
Website	Dedicated podcast page	Archive of episodes + guest bios

🎥 **Bonus Tip:** Record in landscape for YouTube, then crop vertical clips for Reels/TikTok.

Launch Checklist (4–6 Week Plan)

Phase 1: Planning & Branding (Weeks 1–2)

- Define audience, tone, and format
- Choose show name & tagline (“Behind the Wheel” example)
- Design podcast cover art
- Write 15–30 sec intro & outro scripts
- Pick royalty-free music (Upbeat, Pixabay, Artlist)

Phase 2: Studio Setup (Weeks 2–3)

- Purchase/setup equipment
- Test recording setup
- Set up editing software
- Create organized file system for episodes

Phase 3: Content Development (Weeks 3–4)

- Plan first 4–6 episodes
- Schedule and prep guests
- Record 2-minute trailer episode

Phase 4: Launch Prep (Week 5)

- Record and edit 3 full episodes
- Publish trailer for indexing on Apple/Spotify
- Prepare social/email promo materials

Phase 5: Launch Week (Week 6)

- Publish 3 episodes + trailer
- Promote across newsletter, website, and socials
- Tag guests and partners
- Monitor analytics for listener feedback

\$ Budget Summary

Category	Cost	Frequency
Equipment	\$1,500–\$2,000	One-time
Editing	\$20–\$50/month	Monthly
Software/graphics	Free	Optional

→ **Total Startup:** \$500–\$2,000

→ **Ongoing:** \$200–\$800/year

Next Steps

1. Approve podcast launch plan and budget
2. Purchase recommended gear
3. Develop branding and schedule first recording
4. Launch WMCA Podcast in 2026

Prepared for: WMCA Board of Directors

Prepared by: Paige Anderson / Events Coordinator

Date: 11/13/2025