



WINCHESTER
ACADEMY
Waupaca

Enrich • Inform • Engage

Speaker Guide

March 16, 2023



Speaker Guide

A. Winchester Academy Overview

Mission Statement: *Winchester Academy's mission is to enrich the community by providing free, intellectually stimulating, informative, and engaging programs.*

Winchester Academy is a community-based life-long learning organization in Waupaca, Wisconsin. An eighteen member Board of Trustees consisting of volunteers from the Waupaca area and an executive director manage the operations.

Programs are open to anyone interested in the topic. There are no age, education, occupation, religion, or other requirements or prerequisites. There is no membership, no advance registration, and we do not take attendance.

In its 30+ years in Waupaca, Winchester Academy has held over 750 programs on subjects ranging from Anthropology, Arts and Culture, Business & Industry, Economics, History, and Literature, to Medicine, Nature, Political Science, Zoology, and everything in between. Current events, trends, cutting edge research, as well as classics are all offered. Approximately 22 programs are produced each year, grouped into three series: Winter/Spring; Summer; and Fall.

Program ideas are most often generated by our Program Committee. We also welcome suggestions from the public. Ideas come from newspapers, magazines, alumni and special-interest newsletters, radio, and TV. Sometimes someone has heard, or heard of, a speaker that is thought to be a good fit for us. Other times, a compelling subject comes up and a speaker is sought for that topic. We occasionally partner with other community organizations to produce a program for mutual benefit.

Speakers often hail from the many great academic institutions within our state. We also tap local and state leaders in business and government, as well as artists, authors, performers, and independent researchers. Periodically we bring in a speaker from out of state when there is a special expertise we want to cultivate or there is a close relationship with a Waupaca community member.

We rely on community support in the form of individual, estate, and corporate gifts. Fundraising events are occasionally held to supplement our budget. Contributions are tax deductible under section 501(c) (3) of the federal tax code. Donors of \$350 or more earn "sponsorship" status. Winchester Academy has an endowment account with the Waupaca Area Community Foundation to ensure the future of our excellent Academy programs.



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B. Who

- Our audience is generally “mature”, but depending on the topic, we do occasionally attract children, teens, and young adults
- Audience members are typically well educated, but may not have expertise in your specific topic
- Audience size varies considerably depending on the topic, weather, etc.

C. What

- Lectures are 50-60 minutes
- 10 – 15 minutes of Q & A follows the lecture
- Many speakers use PowerPoint for a slide presentation. A slide presentation is not required.
- For additional tips on creating an effective presentation, we encourage you to review the TED^x Speaker Guide at http://storage.ted.com/tedx/manuals/tedx_speaker_guide.pdf
- Audio / Visual
 - we furnish a Viewsonic projector and a compatible laptop
 - if your presentation has an audio component, please let us know in advance so that we have the required cable on hand
 - please furnish a digital file of your program slides at least one week in advance of your program
 - our lavalier microphone interfaces with an assistive listening system - speakers are expected to use the mic even if they have a strong voice
 - wi-fi is available in the presentation room
- Videotaping: select programs are videotaped by WIN-TV and can be viewed by streaming on YouTube. Winchester Academy chooses which programs will be taped.
- Hand-outs can be distributed to the audience before the program starts, or may be made available on a side table. Please let us know in advance if you intend to bring hand-outs, and how you would like them to be disseminated.



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- Speakers may sell books, CDs, or other materials if desired, if requested and approved in advance. Speakers are responsible for conducting all transactions, including collecting and reporting sales tax if applicable.

D. When

- Monday evenings
 - speakers arrive at 4:30 P.M. to set up A/V
 - dinner at 5:00 P.M. at a local restaurant
 - We make brief “housekeeping” announcements and introduce you at approximately 6:25 P.M.
 - Programs begin promptly at 6:30 P.M.
 - Out the door by 8:00 P.M. – the building is locked at 8:00 P.M.

E. Where

- Waupaca Area Public Library
 - 107 S. Main Street
 - Lower-level meeting rooms
- Alternate venues arranged as needed for specific program requirements such as anticipated extra large crowd or music/performance space

F. Honoraria and Expenses

- \$150 standard honorarium. Check made out to presenter and issued the night of the program
- Mileage reimbursed at \$.50/mile within the state of Wisconsin
- Dinner provided for speaker and a guest
- Overnight accommodations provided for speaker and a guest when travelling + 100 miles

G. Contract

Unless barred by your employer or organization, speakers are requested to sign a contract with Winchester Academy. A contract template is included at the Appendix.



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H. Marketing & Promotions



We need your help! Our marketing materials are produced for each entire Winter/Spring, Fall, or Summer series. It is very important for us to collect your information well in advance of your program when we request it.

The things we need from you are:

1. Your **program title** (please try to limit to 4-6 words). Winchester Academy reserves the right to edit program titles as needed to fit space available.
2. A narrative **description** of your program (a couple of paragraphs is helpful)
3. Information about you – **attach a CV**, or provide a website link. Tell us what name and title you prefer that we use for you.
4. Provide a good quality **jpeg photo** of yourself; headshot is preferred

Once we have collected the necessary information from you, we get to work to ensure your program has a great audience.

- For each series of programs, a **composite poster is** created. Copies are distributed around Waupaca and neighboring communities before the series begins.
- Individual program posters are hung in the Library/City Hall lobby 1-2 weeks before your program. Posters also appear on our website: <http://www.winchesteracademywaupaca.org/>
- Tri-fold series flyers are printed and mailed to our proprietary mailing list of 400+ individuals. Flyers are also placed in local libraries, the Chamber of Commerce, and are available at our programs.
- Newspaper articles / press releases are distributed to the *Waupaca County Post* and other weeklies and dailies in the region for publication the week prior to your program



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- E-mail reminders are sent for individual programs, usually the Thursday before a program, to approximately 400 persons who have opted in to our private e-mail list
- Your program is featured on our FaceBook page “Winchester Academy of Waupaca” as an event. Like us on FB!
- Local radio and TV spots / PSAs are recorded and aired for select programs
- Feel free to do your own networking and promoting!

I. Contact Info

- Ann Buerger Linden, Executive Director
715-258-2927 (H)
715-245-1827 (C)
buergerlinden@gmail.com
- Kate Saunders, Program Committee Chair
920 284-0575
[ksaunders350@gmail.com](mailto:k Saunders350@gmail.com)
- Julie Eiden, Marketing Committee Co-Chair
jeiden2@gmail.com
- Maggie Jones, Marketing Committee Co-Chair
715-445-3118
maggiej@jpmedialllc.com
- Winchester Academy
P.O. Box 124
Waupaca, WI 54981
winchesterwaupaca@gmail.com

Appendix – Contract Form

Appendix – contract form



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Speaker name

Via email to: *insert speaker's email address*

Re: Winchester Academy of Waupaca *_insert date of program_*

Dear *insert speaker name*,

Please accept this letter as our formal invitation and contract to speak at Winchester Academy of Waupaca (WA).

Schedule – (program date)

- 4:30 P.M. Meet at Waupaca Public Library 107 S. Main St. (program venue)
- 5:00 – 6:00 P.M. Dinner at a local restaurant
- 6:30 P.M. Program of fifty to sixty minutes plus 10-15 minutes of Q & A
- 8:00 P.M. Library closes – program room must be vacated

Winchester Academy Agrees to:

- Speaker honorarium: \$150 by check payable to the speaker on program date
- Travel reimbursement: _____ to Waupaca: ___ miles RT @ \$0.50/mi = \$_____ paid on program date *delete if not applicable*
- Pre-program complimentary dinner for speaker and your guest at a local restaurant
- Complimentary overnight accommodations and breakfast for speaker & guest, if requested *delete if not applicable*
- Publicity for the program on WA website, in series flyer, and local newspaper article
- Provide audio-visual equipment
- Video-recording of the program available to the public via YouTube *delete if not applicable*

Speaker Agrees to:

- Provide information to be used by WA for publicity purposes on or before _____, 20__, including:
 - Program title (not to exceed 8 words)
 - Program description
 - Brief biography/resume
 - Good quality jpeg photo

Winchester Academy, PO Box 124, Waupaca, WI 54981

- Arrive at the Library per the schedule above to set up and test A/V equipment
- Participate in a pre-program dinner with WA trustees and the program sponsor
- Provide 50-60 minute program to WA audience and conduct 10-15 minute Q & A session following the program
- Use the microphone system provided by WA
- Provide any digital media to be used in program (PowerPoint, DVD, Audio) at least 1 week prior to the program
- Provide a cell phone number for use in case of emergency

Miscellaneous

- Program cancellation by either party shall be made at the earliest possible date with notification via e-mail, telephone, or USMail. In the event of program cancellation, WA will attempt to re-schedule the program at a mutually agreeable future date. No payment obligations will be incurred in the case of a program cancellation.
- The speaker may promote the program on their own website, Facebook Page, and other outlets deemed appropriate by the speaker
- The speaker may sell books prior to/ following the program at a table / location approved by WA. The speaker is responsible for providing any assistance required to transact sales. The venue must be vacated by 8:00 P.M.
- Ann Linden numbers are (home) 715 258-2927 and (cell) 715 245-1827

Please indicate your acceptance of the terms and conditions of this contract by signing below and returning a signed copy for our records via email attachment.

Warm regards,

Ann Buerger Linden
Executive Director
Winchester Academy

c: Kate Saunders, Program Committee Chair

Accepted

Speaker Name

Date