

# ACM WESTERN STATES REGION

*Arizona, California, Colorado, Hawaii, Nevada and New Mexico*

## **2011 Annual Membership Report**

July 29, 2011

Submitted by: J Robertson, Region Chair

The Western States Region of the Alliance for Community Media is an extremely diverse and exceptionally large district covering more than 3,500 miles from New Mexico to Hawaii. The 15 member Board is generally comprised of representatives from Arizona, California, Colorado, Nevada, New Mexico and Hawaii. This annual report offers details of the actions, decision and activities of the region over the past year.

This year in particular I am very appreciative of the efforts and contributions of the members of the Regional Board. With national events either in our region or adjacent we have been challenged financially like never before. Their work has done much to insure our future success. I am grateful for their wisdom, advice, concerned actions and never ending belief that what we do is so important to the fabric of our American way of life. This board is made from some of the most respected and knowledgeable individuals in our industry. I have the most profound appreciation for the fine people on this Board for their incredible effort, vision and wisdom and most of all the significant contribution consistently delivered at every opportunity.

### **TREASURER'S REPORT**

The Western States Region is being challenged to maintain our normally strong financial position. The good news is that at this time there are no outstanding debts and all payments have been made to our obligations. The challenging news is that we have \$1,000 less in our accounts this year compared to a year ago and \$8,000 less than normal. As of July 18, 2011 the Treasurer's Report includes a balance of \$13,681.46 in the interest bearing checking account and \$165.37 in the region's regular checking account. The total fund balance for the Region is \$13,846.83.

It now becomes more important than ever for us to have a successful Fall West Regional Conference & Trade Show and WAVE awards program. This year's conference will be in San Jose, California on Saturday, October 8 and hosted by CreaTV. The WAVE Awards ceremony will be held at the Camera3 Cinema in downtown San Jose. These two events are the primary means of annual fund raising. The region no longer enjoys membership dues sharing with the national organization. Those funds had previously provided some revenue.

Ron Cooper, Executive Director, Access Sacramento serves the region as our Treasurer.

### **REGIONAL CONFERENCE 2010**

The ACM Western States Regional conference and trade show "Ignite the Voice of Community Media" was held on October 15-16 at John Ascuaga's Nugget Resort in Sparks, Nevada. We were sorry to see the absence of the Sierra Nevada Community Access Television facilities in Reno, Nevada. The

conference was attended by more than 140 community media professionals, volunteers and advocates from across the region.

In addition to the Conference the Coalition of Regional Leadership (CORL) conducted a one-day working retreat. Five of the eight ACM Regions were represented at the retreat.

The conference was coordinated by Les Smith, Executive Director SNCAT along with Ron Cooper, Executive Director, Access Sacramento. The conference workshop tracks were created by Ann Theis, Station Manager at Denver Open Media (now know as the Open Media Foundation), Marty Anaya of Pacifica TV, with assistance from members of the Regional Board of Directors. This conference focused on the adaptation of emerging technology into community media programs and operations including a special workshop using skype communications between Reno and Denver, Colorado.

We were honored to have the ACM's Executive Director, Sylvia Strobel, join us and conduct the opening plenary session. She discussed the goals and objectives of the strategic plan and the adaptation of technology in improving the organizations services.

The Saturday plenary featured Richard Chabran (California Broadband Policy Network), Tracy Rosenberg (Media Alliance), Gavin Dahl (Common Frequency) and Sue Buske (Buske Group, ACM National Board). The conversation on big picture issues and opportunities as well as developing a culture of collaboration was hosted and moderated by Rob Brading, ECO, MetroEast Community Media.

The keynote speaker at the Saturday luncheon was Gerry Lederer, ACM's Washington D.C. advocate. He spoke to the region on the impact of current legislation and an in-depth training on how to be an effective advocate for PEG access in our local community as well as at the State and National Capitol.

Other workshops focused on the evolving definitions of PEG in terms of cable, web and program distribution, administration and outreach, and training in the Open Source Social networking, and citizen journalism.

The prestigious WAVE Awards program and ceremony were orchestrated by the Community Media Center of Santa Rosa, California under the direction of Xoe Huffman and Dan Villalva. The Region hosted the event at the glass enclosed Atrium Pool and terrace in the resort complex.

The Brian Wilson Mentorship Award was presented to Carl Burton, Access Sacramento, California, Mary Harmon, Community Media Center of the North Bay, Santa Rosa, California, and Xoe Hoffman, Community Media Center of North Bay, Santa Rosa, California.

### **GRASSROOTS SCHOLARSHIP AWARDS**

The West Region continues its commitment to providing scholarship opportunities to interested ACM members of our region in the form of conference registration and cash travel grants.

#### **2011 National Conference awards**

Held in Tucson, Arizona from July 27 to 30, 2011. The Board's ad hoc committee reviewed the applications for the Grassroots Scholarship program and recommended awarding \$500 and full conference registration to:

Joanna Cyprys, Gilroy, California – Community Media Access Partnership

Cash travel awards have been provided to:

Brian Meyers, San Diego, California  
Linda Puppolo, Kahului, Hawaii – Akaku Maui Community Media

The Board unanimously approved the scholarship awards.

Grassroots scholarships were provided in support of the 2010 Regional Conference to:  
Dorothy Geiger, Santa Rosa Community Media Center  
Tanya Ishikawa, Denver Open Media

To apply for a Grassroots Scholarship for the 2011 Fall Regional Conference in San Jose, California visit the regional website at [www.acmwest.org](http://www.acmwest.org).

### **REGIONAL CONFERENCE 2011**

The regional conference will be held in the beautiful, thriving, arts and technology center of San Jose, California. The theme for the conference is C-cubed: Community Media, Cornerstone of Collaboration.

The Board of Directors and CreaTV invite you to join us at the Martin Luther King Library on October 8, 2011 for the Regional Conference and Trade Show. Once again, we look forward to community media professionals, volunteers and advocates from across our region and especially throughout the Bay Area joining us in search of ideas and solutions to our challenges and opportunities in operating Public, Education, and Government access organizations. This conference offers tech-savvy service providers from PEG organizations throughout the west. We will also have a special emphasis on producer education. This year, CreaTV will host a special welcome reception at their new facilities.

“**C – cubed: Community Media - Cornerstone of Collaboration**” is being coordinated and hosted by CreaTV San Jose with generous support from partners CMAP, Gilroy, California and the Media Center of Palo Alto, California. The WAVE Awards extravaganza will be a two-block walk from the Martin Luther King Library conference center to Camera 3 Cinema. A meet and greet reception will be held prior to the WAVE Awards.

Registration for the full conference is \$75, conference only is \$50 and WAVE Awards only is \$25. Conference registration, hotel reservations and more information is available at the regional website at [www.acmwest.org](http://www.acmwest.org).

### **PUBLIC POLICY**

The Regional Board unanimously voted to continue our membership in the Alliance for Communications Democracy. Sue Buske has served as our regional representative to that organization. She has provided us with timely and important information on the issues being addressed by the ACD.

Much of the public policy discussion in the past year has been through tracking the progress or lack of regarding the CAP Act. There remains much work to be done on this legislation as it has continued into another session of the legislature.

We continue to support efforts to reform PEG access funding and seek to have a revised definition of capital funds use to allow for operational expenditures.

## **COMMUNICATIONS**

The regional website located at [www.acmwest.org](http://www.acmwest.org) is maintained by Board member Jan Janes, CMAP, in Gilroy, California. The website provides users with direct links to our regional members as well as providing information about our activities and events. Efforts are being made to improve the functionality and tools for our users. We are also making the transition to a greener approach that has brought electronic filing for our WAVE awards, conference registration and more. Any access center is welcome to provide content and information for the regional website. For more information or submission guidelines please contact Jan Janes at CMAP at [janjanes@mycmap.org](mailto:janjanes@mycmap.org).

## **2010 CORL WORK GROUP**

The region continued participating in the Coalition of Regional Leadership as a working group under the direction of ACM Executive Director, Sylvia Strobel. CORL is actively comprised of the chairs of Northeast, Mid-Atlantic, Southeast, Southwest, and Western of our 8 national regions. We are routinely joined by the Mid-west and Northwest regions with their input, advice and counsel. The group convened in May just prior to the Northeast and Mid-Atlantic regional conference in New Haven, Connecticut. At that meeting the working group reviewed inter-regional communications and associations. We also discussed way to implement new directions coming from the National Board and the Office of the Executive Director regarding by-law changes, IRS status, and reporting. There was another review of the CORL strategic plan for improving regional services to members.

## **BOARD OF DIRECTORS 2011**

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