



**Alliance for
Community
Media
Western
Region**

General Business



Break Out Sessions



Fall Conference

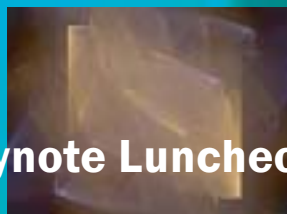
WAVE Awards Ceremony



**October
27-28,
2006**

Vendor Showcase

Keynote Luncheon



**San José,
California**

Friday
8:00 AM Registration
9:00 AM Opening Welcome
9:30 AM General Plenary
AB 2987: Where Do We Go From Here?
10:45 AM General Plenary
A Time of Extraordinary Transformation
noon Lunch
Facilitated Focus Group Roundtables
ACM Western Region Board meeting
Saturday
8:00 AM Registration
9:00 AM General Plenary
We Are the Ones We've Been Waiting For

Friday
1:45 PM Break Out Session 1
3:30 PM Break Out Session 2
Saturday
10:15 AM Break Out Session 3
1:30 PM Break Out Session 4
3:15 PM Break Out Session 5

Friday
7:00 PM WAVE Awards Ceremony
San José City Hall Rotunda
hosts Diane Guerrazzi and Brian Scott

Friday
8 AM-9 PM Vendor Showcase
Saturday
8 AM-3 PM Vendor Showcase

Saturday
noon Keynote Luncheon
Speaker Norm Solomon

Alliance for Community Media - Western States Fall Conference Program

Registration 8:00 AM **Friday and Saturday, October 27-28**

Vendor Showcase 8:00 AM **Friday and Saturday, October 27-28**
Santa Clara Foyer and University Room

Welcome! 9:00 AM **Friday, October 27**

Conference Opening

*Almaden
Ballroom*

Join conference organizers, ACM West Chair J Robertson and ACM Executive Director Tony Riddle as we gear up for two days of education and inspiration. Get an overview of conference activities, and see a special video message from Senator Barbara Boxer on the importance of our continued work. Coffee and a light breakfast will be provided.

General 9:30 - 10:30 AM **Friday, October 27**

Plenary AB 2987: Where Do We Go From Here?

*Almaden
Ballroom*

The community media landscape in California will be changing, as will the role of local governments in serving their public. In this session, the presenters will provide a broad overview of this bill and the changes that community media centers, local governments, and consumers should anticipate.

Moderator: Suzanne St. John-Crane, Executive Director, CMAP

Speakers: Paul Valle-Riestra, City Attorney - City of Walnut Creek
William Lowery, Attorney - Miller & Van Eaton, San Francisco
Sue Buske, President - The Buske Group

General 10:45 - 11:45 AM **Friday, October 27**

Plenary A Time of Extraordinary Transformation

*Almaden
Ballroom*

We are in a time of extraordinary transformation that will require unprecedented change in our field. Emerging technologies and the evolving role of media, cultural and societal changes and shifts in demographics, and new political agendas leading to changes in policy are converging, profoundly impacting the way we think of community media.

Speaker: Peter Leyden, Director - The New Politics Institute

Lunch 12:00 - 1:30 PM **Friday, October 27**

*Rooms
to be
announced*

Facilitated Focus Group Roundtables

Web 2.0, Social Networking, Social Media with John Higgins, in Santa Clara 1
Multi-channel Underwriting and Sponsorships, with Zane Blaney, in Santa Clara 2
Staff Production Ideas and Models, with Hap Freund, in San Carlos 1
Building an Informed Board that Leads, with Marshall Parker, in San Carlos 2

Board Meeting 12:00 - 1:30 PM **Friday, October 27**

ACM Western Region Board Meeting

Plaza

Break 1:45 - 3:15 PM Friday, October 27

Out #1 Break Out Session #1

*see track
for rooms*

Break 3:30 - 5:00 PM Friday, October 27

Out #2 Break Out Session #2

*see track
for rooms*

WAVE 7:00 - 9:30 PM Friday, October 27

**Awards WAVE Awards Ceremony
San José City Hall Rotunda**

*off
site*

General 9:00-10:00 AM Saturday, October 28

**Plenary We Are the Ones We've Been Waiting For: Visions for the
Media Reform Movement from Access Activists and Allies**

*Almaden
Ballroom*

Despite the challenges, media activists around the country continue to fight for more equitable and democratic communications systems. In this plenary, some of these activists share their successes in promoting legislative reform and creating alternative institutions. They will discuss how their work connects to broader movements for social justice and their visions for the future.

Moderator: Martha Wallner - Media & Democracy Coalition

Speakers: Betty Yu - Manhattan Neighborhood Network

Sakura Saunders - Prometheus Radio Project and Common Frequency

Micheline Wilcoxon - Community Technology Organizing Consortium,

Angelenos for Equitable Access to Technology

Break 10:15 - 11:45 AM Saturday, October 28

Out #3 Break Out Session #3

*see track
for rooms*

Luncheon 12:00 - 1:30 PM Saturday, October 28

*Almaden
Ballroom*
Keynote Luncheon with Norman Solomon

Break 1:30 - 3:00 PM Saturday, October 28

Out #4 Break Out Session #4

*see track
for rooms*

Break 3:15 - 4:45 PM Saturday, October 28

Out #5 Break Out Session #5

*see track
for rooms*

Track 1 The Evolving Community Media

Santa Clara 1 What are the environmental shifts causing us to examine our operations and challenging us to reinvent ourselves? What are the elements and opportunities of the digital media world and how do we serve the community media mission while embracing them?

1:45 - 3:15 pm Friday, October 27

Be the Media We Want to See

Moderator:

Karen Toering, Reclaim the Media, TAP

Presenters:

Steve Ranieri, Quote...Unquote, TAP

Explore how to use all available media tools and related technology to connect your community and influence the media. National movements must embrace broad constituencies by bridging gaps among social justice groups, CMCs and PEG operations around the country and beyond. Media Democracy demands that all voices be heard!

3:30 - 5:00 pm Friday, October 27

Shifting Landscape

Moderator: Kari Peterson, KAP Media

Presenters:

Richard Turner, Access Montgomery

Elliot Margolies, Mid-Peninsula Media Center

Daniell Krawczyk, Princeton Server Group

For 30 years, PEG access and cable television have been our model for serving up "community media." What will become of this model with the changes in legislation and funding? How will PEG make a graceful transition to a digital media world with service to its mission intact?

10:15 - 11:45 am Saturday, October 28

PEGspace: Dynamic Web Design for CMCs

Moderator:

Scott Alumbaugh, CMR Managing Editor

Presenters:

Sean Effel, Cambridge Community Television

Eric Goldhagen, Openflows

Michael Eisenmenger,

Manhattan Neighborhood Network

The Internet will continue to grow as a tool for media distribution, media rights advocacy, and community outreach for PEG entities. PEGspace is an initiative to help access centers best use the Internet to further the mission of public media through collaboration. Learn how your center can improve its online effectiveness. Issues include developing a PEG-centric community of technical support and resource sharing using Open Source software to enhance your web toolkit.

1:30 - 3:00 pm Saturday, October 28

PEGspace: The Web-centric Media Center

Moderator:

Sean Effel, Cambridge Community Television

Presenters:

Daniell Krawczyk, Princeton Server Group

Jacob Redding, Manhattan Neighborhood Network

Tony Shawcross, Deproduction, Denver

This second PEGspace workshop will introduce innovative projects designed to take access center management and community interactivity to the next level. These are open source developments, available for free to all. And they are just the start of more developments to come.

3:15 - 4:45 pm Saturday, October 28

Talking the Talk

Moderator:

Presenters:

Daniell Krawczyk, Princeton Server Group

Jacob Redding, Manhattan Neighborhood Network

Lisa Rein, Dabble

Vlogging, YouTube, MySpace, Drupal, Content Management Systems, streaming, aggregating, RSS, podcasting, open source, tagging...terms of the digital media world. We'll start slowly and ramp up to full speed. At this session you'll gain a better understanding of the language, methods, systems, and opportunities integrating digital media into the operations of media centers.

Track 2 Public Policy and Media Reform

**Santa
Clara
2**

Learn about federal and statewide legislative and regulatory developments that change our contractual relationships with municipalities and funding. Learn to collaborate, educate and mobilize people about important media issues to effect a more democratic media future.

1:45 - 3:15 pm Friday, October 27

The New Rules: California's AB 2987

Moderator:

Anthony Riddle, Alliance for Community Media

Presenters:

Sue Buske, The Buske Group

William Lowery, Miller & Van Eaton

Paul Valle-Riestra, City of Walnut Creek

This session will expand upon the discussion started in the opening plenary session. What are the ramifications of the bill to communities that are in the middle of the franchise renewal process? What if the cable operator isn't complying with its franchise? Can they abrogate their franchise? What are the implications of the bill on CMCs that have funding and in-kind support contractually obligated in a franchise? These issues and more will be addressed.

3:30 - 5:00 pm Friday, October 27

Public Policy Update

Moderator:

Sean McLaughlin, Access Humboldt

Presenters:

Jim Horwood, Speigel & McDiarmid

Anthony Riddle, Alliance for Community Media

Steve Traylor Natl Assn, Telecommunications Advisors

The session will provide an overview of the status on pending Federal legislation as well as a summary of happenings at the state level nationwide.

10:15 - 11:45 am Saturday, October 28

Getting Ahead of the Curve

Moderator: Anthony Riddle, ACM

Presenters:

Randy Van Dalsen, The Buske Group

Suzanne St. John-Crane, CMAP

Annie Folger, Mid-Peninsula Media Center

What can CMC leadership and local governments do to be proactive and prepared when the telcos begin their attack at the state level to create "new rules" that move franchising authority from the local to the state level? Based upon recent experience in California, this session will provide a step-by-step roadmap to help get ahead of the curve.

1:30 - 3:00 pm Saturday, October 28

Activist Aerobics Workshop, Part I

Facilitator:

Martha Wallner, Media & Democracy Coalition

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Think you can't possibly add advocacy to your busy schedule? Think again. It's been a difficult year for community media, but the good news is that there's a growing movement for change and plenty of allies to hook up with! If you're on the staff of an access organization or you're a producer or concerned community member, this interactive workshop will help you identify skills and opportunities for becoming a more effective advocate. In Part I we'll focus on ways to mobilize audiences and members and fold education and outreach into the work you are already doing. In Part II you'll learn to identify partners, share success stories, and translate problems into solutions.

3:15 - 4:45 pm Saturday, October 28

Activist Aerobics Workshop, Part II

Facilitator:

Martha Wallner, Media & Democracy Coalition

(each workshop covers different skills)

Track 3 The Future Community Media Center - Operations and Finance

*San
Carlos
1*

Sessions will be facilitated in roundtable format, with experts prepared to share their knowledge and available to brainstorm ideas and visions for the future, thinking strategically with valued colleagues about the future.

1:45 - 3:15 pm Friday, October 27

Models for CMCs, Training & Curriculum

Moderator:

Pat Garlinghouse, TAP and AMP

Participants:

Miguel Ortega, Office of the Tucson City Council

How do we re-vision our training programs in an evolving media culture? We will focus on training that broadens from cable TV-centric CMCs to Internet-adaptive CMCs, including training on new digital media tools for media creation and distribution on the Internet. We will also address fundamental ways of thinking about training to ensure the broadest participation in our communities to create a more democratic media.

3:30 - 5:00 pm Friday, October 27

Models for CMCs, Education Access

Moderator: Don Pollock, LaVerne University

Participants:

John Ittleson, CSU Monterey Bay

Serena Mann, The Albequerque Project

Liz Rhodes,

Sacramento Educational Cable Consortium

Educational Access TV has served many constituencies: home learners, students in classrooms, educators seeking professional advancement. Changes in technology and mission are constant factors, and funding is never adequate to address all needs. This session will explore who is being served and what programs and technologies are emerging for the educational community.

10:15 - 11:45 am Saturday, October 28

Models for CMCs, Funding

Moderator: Ron Cooper, Access Sacramento

Participants:

Elliot Margolies, Mid-Peninsula Media Center

Kimball Sargeant, Davis Community Network

Zane Blaney, Access San Francisco

Changes in legislation will have a significant effect on our PEG contracts and funding. Without core funding from franchise fees, the broad public access mandate of "serving all" gives way to specific funding serving specific needs. It's important to look at more than fund diversification. What are these alternative models? Collectively we'll brainstorm to vision the "way forward."

1:30 - 3:00 pm Saturday, October 28

Models for CMCs, Government Access

Moderator: Paul Congo, Access Monterey Peninsula

Participants:

Rich Desimone, Jersey Access Group

Chris Verdugo, Contra Costa

Dan Villalva, Santa Rosa Community Media

Traditionally based on televising public meetings, Government Access channels are finding innovative ways to deliver media services to the community that reflect the public mission of City Hall. Recent franchise legislation will have massive impacts on local government. This session will look at where the threats are and how to leverage new technologies to enhance Government Access Media.

3:15 - 4:45 pm Saturday, October 28

Models for CMCs, Staffing

Moderator: Sam Behrend, Access Tucson

Participants:

Sean Effel, Cambridge Community TV

Pat Garlinghouse, Access Monterey Peninsula

Michel Eisenmenger,

Manhattan Neighborhood Network

What are the new skill sets and new staff positions that help us move into a more Internet-friendly center and away from an exclusive focus on cable TV production? This facilitated brainstorming and visioning session will end with a collective vision for what the staffing at a future CMC – one that includes conventional television production as well as Internet-based media – looks like.

Track 4 The Future Community Media Center - Programs and Services

**San
Carlos
2**

Sessions within this area will focus on innovative new applications for community media centers, looking to new internet-based applications and giving people new ideas beyond the cable television show.

1:45 - 3:15 pm Friday, October 27

Creating Community Using Your Website

Moderator:

Jacob Redding, Manhattan Neighborhood Network

Presenters:

Sean Effel, Cambridge Community TV

Richard Turner, Access Montgomery

A website is not simply a place to present information about our organizations. Websites can be dynamic spaces that draw people into community media. We'll introduce ways to foster interaction and highlight best practices, including: soliciting public knowledge through comments, blogs, wikis, and forums; informing your community by aggregating news and other information sources; enabling producers to create simple websites, and going beyond cable to offer alternative media.

3:30 - 5:00 pm Friday, October 27

Digital Storytelling

Presenters:

Amy Hill, Center for Digital Storytelling

The heart of all good communication is a good story. See how the Center for Digital Storytelling works with "ordinary folks" to create powerful stories, learn techniques for building an engaging video message, and discuss how these techniques can be utilized in a community media center.

10:15 - 11:45 am Saturday, October 28

Citizen Journalism and Indy Media

Moderator: Steve Ranieri, Quote...Unquote

Presenters:

Christina Aanestad, Zachary Ogren

IndyMedia Bay Area

Allen Cooper, Maria Santelli

IndyMedia New Mexico

Angie Karran, Democracy Now!

Monica Krauth, IndyMedia Sacramento

Whatever happened to journalism in the U.S.? Walter Cronkite bemoans its demise, but journalism is growing back up from the grassroots. Today the Internet and community media centers are in the forefront of its rebirth featuring "citizen journalism" as opposed to the corporate model. Come join this effort and hear how indie media and bloggers are filling the void left by corporate America.

1:30 - 3:00 pm Saturday, October 28

Youth Media: Activating the Youth

Presenter:

Mark Simon, Storywalkers

For the community media and media reform movements to grow, they need the youth. This workshop will be by and for youth, creative ideas that get youth interested in using community media centers, and ways youth organizations invent their own media. Discussions will center on popular culture, interacting with students in the schools, and projects by churches, teachers, and entertainers.

3:15 - 4:45 pm Saturday, October 28

Videoblogging and Community Vlogs

Presenters:

Markus Sandy, videoblogger

Ann Theis, Manhattan Neighborhood Network

This workshop will introduce you to the world of bloggers and vloggers. How can a community media center participate in this new wave of delivering information? How can you create a vlog?

Track 5 The Future Community Media Center - Equipment and Facilities

As we expand our centers from exclusively cable TV production-based to encompass the internet for hosting and distribution media, our equipment and facility needs change.

Plaza

1:45 - 3:15 pm **Friday, October 27**

Making Your Chambers or Classroom a Digital Television - Tour the newly completed San Jose City Hall

Moderator: Ross Braver, City of San Jose

This workshop takes place at San José City Hall, 200 E. Santa Clara Street, a 15 minute walk from the hotel. See directions in your registration materials.

3:30 - 5:00 pm **Friday, October 27**

PEG Website Design Today

Moderator:

Jan Janes, CMAP

Presenters:

Patrick Glynn, Parrotworks

Amit Asaravala, Tech Soup,

a project of CompuMentor

10:15 - 11:45 am **Saturday, October 28**

Digital Program Distribution

Moderator:

Ken Knoll, Southwest Communications

Presenters:

Rich Desimone, Jersey Access Group

Daniell Krawczyk, Princeton Server Group

Sara Mason, Leightronix

David Moody, Seattle Community College

1:30 - 3:00 pm **Saturday, October 28**

Training to Use Nonlinear Edit Systems

Trainer:

Angela Breene, Post-production, 'Olelo

3:15 - 4:45 pm **Saturday, October 28**

The Digital PEG Center:

Design, Construction and Use

Moderator:

Keri Stokstad, Puget Sound Access

Presenters:

Tony Shawcross, Deproduction, Denver

Todd Thayer, Ventura Community TV

Studio Live City Council meetings and distance learning educational classrooms present PEG access managers with new challenges in design, cost, purchasing procedures, engineering, cable television distribution, and now streaming to the Internet.

With the widespread use of websites as rich, interactive, instantly updated, global launch zones for your organization's data and media, the days of a static electronic brochure are past. How do you pick the appropriate architecture and competent web designer for your site? Do you hire staff or contract with an outside firm? How do you assess and prioritize your needs? How much should you budget? Hear the answers to these questions and more from expert web consumers and designers.

Program playback in your PEG center is now digital program distribution, with cable channels one of many options. Four experts with years of experience in developing and designing state-of-the-art digital distribution networks will cover key areas: the ABC's of servers, managing your assets and work flow, and web-based delivery, streaming and on-demand. Bring your questions and a big notebook.

Is Final Cut Pro too much of a good thing? Feel overwhelmed by questions? How to manage NLE projects from camera download to server or DVD "burn?" It can be done, but expertise is required. Come and meet the trainers who are succeeding in the transition from analog to digital post-production.

Whatever phase of digital PEG evolution you find yourself struggling with, this workshop will help. Just getting started? Have you shopped eBay lately for gear? How do you pick an architect? Vendors? Staffing decisions? Come learn from those who have been overwhelmed and are still moving forward.

MaestroVision

BROADCASTING WITHOUT BOUNDARIES



Thanks!
to all our
vendors
organizers
volunteers

Conference Chair

Suzanne St. John-Crane

Program Chair

Kari Peterson

Program Design/Webmaster

Jan Janes

Workshop Track Leaders

Sue Buske

Paul Congo

Ron Cooper

Steve Ranieri

Martha Wallner

Registration Chair

Val Jeffery

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Jim Frazier

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Equipment Procurement

Craig Jutson

Community Television of Santa Cruz

Mid-Peninsula Media Center Palo Alto

WAVE Awards Committee

Ross Braver, Civic Center TV San Jose

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