

Waves of Change
MONTEREY, CA

ALLIANCE for COMMUNITY MEDIA

**2005 International
Conference & Trade Show**

July 6 – 9th, 2005

Marriott Monterey, Monterey, CA

Deadline for Regular Registration is June 26, 2005

CONFERENCE SCHEDULE

Tuesday, July 5

4:00 pm

Alliance Board Meeting

Wednesday, July 6

8:00 am – 5:00 pm

Registration

8:00 am – 4:00 pm

Alliance Board Meeting

1:00 pm – 5:00 pm

Pre-Conference Workshops

5:00 pm – 6:00 pm

First Timer's Orientation

6:00 pm

Welcome Reception

Thursday, July 7

8:00 am – 5:00 pm

Registration

7:30 am – 9:00 am

Tradeshow Opens w/Breakfast

9:00 am – 5:00 pm

Tradeshow

9:00 am – 10:30 am

Opening Ceremony and Opening

Panel Plenary Session

10:45 am–12:15 pm

WORKSHOP SESSION 1

- A.** Operations Q & A Roundtable
- B.** Who Should Care About Media Democracy?
- C.** Integrating Media Literacy into the Classroom
- D.** Financial Audits: Necessary or Nuisance?
- E.** Red Storm Alert! Coming Soon:
The Communications Act Rewrite
- F.** The Zen of E-Government
- G.** In the Beginning
- H.** Sharing Media Center Models
- I.** Innovative Youth Programming and
Successful Youth Outreach
- J.** Funding and Support Opportunities for
E Access in 21st Century
- K.** Producers' Training & Facility Tours at AMP
- L.** Going Digital – Post to Playback

FLASH! Roundtable Discussions

Alliance for Communications

Democracy (*open to the public*)

WORKSHOP SESSION 2

- A.** Beyond the Paycheck: Benefits, Perks, and
a Happy Workplace
- B.** Successful Grassroots Organizing for Media
Change: Going Beyond the Choir,
Supporting Access, Building for the Long-
Term
- C.** Digital Distribution: Building Youth Media
Online
- D.** What Do You Want and How Can You
Justify It?
- E.** Federal and State Waters Grow Rougher –
Public Policy Update
- F.** I-Net for Dummies
- G.** The Birth of a (Cable) Nation
- H.** How to Survive in a Post Franchise World
- I.** "PEG Story-telling"... Staff Created Programs
for Their Communities
- J.** "Imagine This..." Student's Role in E Access
- K.** Producers' Training & Facility Tours at AMP
- L.** The Shape of Your Head End: Identifying
the Right Technology for Your Head End
Operations

Membership Meeting

Equal Opportunity Caucus

CMR Meeting

Evening on Your Own

12:15 pm – 1:30 pm

12:15 pm – 1:30 pm

1:30 pm – 3:00 pm

WORKSHOP SESSION 3

- A.** Financial Accountability: From Audits to Ethics
- B.** Tools and Techniques for Success in
Cable Organizing

Registration

Tradeshow

Regional Meetings

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- A.** Financial Accountability: From Audits to Ethics
- B.** Tools and Techniques for Success in
Cable Organizing

12:00 pm – 2:00 pm

2:15 pm – 3:15 pm

2:15 pm – 3:15 pm

2:15 pm – 5:00 pm

3:15 pm – 5:00 pm

3:15 pm – 5:00 pm

6:00 pm

7:00 pm

Saturday, July 9

8:30 am – 10:00 am

10:15 am–11:45 am

12:00 pm – 2:00 pm

2:15 pm – 3:45 pm

4:00 pm

5:00 pm

C. Does Free Speech Matter to Young People?

D. Franchises, Transfers and Extensions, Oh My!

E. Ask the Lawyers! Your questions "Answered!"

F. Profiles of Successful Institutional Network
Projects – Part 1

G. First come ... Who's served?

H. The Marriage of Television and Radio

I. Program Production Training in the
Digital Age

J. PORTS: The California State Parks and
E Access Opportunities

K. Producers' Training & Facility Tours at AMP

L. Digital Video from A to Z; well, maybe!

Keynote/Awards Luncheon

Equal Opportunity Caucus

Vendor Demonstration

Facilities Tours

Membership Meeting

WORKSHOP SESSION 3 continued

F. Profiles of Successful Institutional Network
Projects – Part 2

K. Producers' Training & Facility Tours at AMP

Awarding of Hometown Plaques

Party at the Memory Gardens

Trade Show Raffle and

Membership Meeting

WORKSHOP SESSION 4

A. Mapping out the Future: The Strategic
Planning Process

B. National Networking: Identifying Resources,
Strategy Needs

C. NAMAC Youth Media Case Studies: A Closer
Look

D. Getting Your Ducks in a Row: The Politics
of Franchise Renewal

E. Plenary Session "Looking Forward" – View
from the Hill

G. Technology: Building Blocks/Stumbling
Blocks

H. The Future of Independent Media

I. Digital Storage, Scheduling, Playback,
and Streaming

J. New Partnership Opportunities in the
Digital World

K. Producers' Training & Facility Tours at AMP

L. Editing, Asset Management, and Payout
Solutions for Small and Larger Facilities

Keynote/Awards Luncheon

WORKSHOP SESSION 5

A. Making the Most of Executive Leadership
Transitions

B. Media for The People?

C. Curriculum Development for Social Change:
Engaging Youth through Media
& Technology

D. The New Kids in Town: The Bells, the Power
Companies and Municipal Entry

E. Media Artists in Access

F. Profiles of Award Winning E-Government
Agencies

G. Access Past/Access Future, Dirk Style

I. Communicating with Our Volunteers and
P.R. Tips for Their Programming

J. But Wait, There's More: Educational
Programming Sources

Closing Ceremony

Alliance Board Meeting

CONFERENCE EVENTS

OPENING PLENARY

This will not be your typical opening session. Rather than the usual welcoming speeches and announcements (well, there might be a couple of those), this will be your opportunity to re-connect with the roots of access and community media. Through a few minutes of performance and presentation, you will remember why we are here – to steward venues to share a message, tell a story, and enable community. This session will set the stage for the entire conference and you won't want to miss it.

HOMETOWN VIDEO FESTIVAL

This year's ACM Conference will include a Hometown Video Festival. Award winning producers attending the conference will have the opportunity to present their work on the big screen. Screenings will take place during the day on Thursday and Friday at The Osio Cinemas, located directly across the street from the Monterey Marriott and less than a block from the Monterey Conference Center. The Hometown Video Awards will be presented to the winning producers in a beautifully redesigned ceremony at 6:00 pm just preceding the fabulous Friday Night Party.

AWARDS LUNCHEON

Presentation to winners of the Alliance's most prestigious awards including the *George Stoney Award for Humanistic Communication*, the *Buske Leadership Award*, the *Jewel Ryan-White Award for Cultural Diversity*.

MONTEREY MEMORY GARDEN PARTY Friday, July 8

An intimate courtyard enclosed by adobe walls and attached to the historic Pacific House. The Pacific House was constructed in 1847 and is located directly behind the Conference Center, near the edge of the bay. The lovely Memory Garden was once the site of bear and bull fights staged by the townsfolk on Sundays. We won't be having any bear or bull fights ourselves, but there will be a chance to play Bocce Ball, hear some local music, enjoy a scrumptious California Barbeque, and taste a variety of local wines.

KEYNOTE LUNCHEON

Each year our Keynote Luncheon features an outstanding speaker who addresses issues of current relevance to community media and the First Amendment.

VOLUNTEER OPPORTUNITIES

Volunteer one day and attend two workshops free.

FAMILY OPPORTUNITIES

Bring the family to picturesque Monterey – where it is a bustling town located on the edge of the largest and deepest national marine sanctuary in the United States. Monterey's role in California's history is well documented by many historical sites and museums while cultural opportunities abound at art and theater venues throughout town, and breathtaking natural beauty awaits you at every turn. Sample Monterey's award winning regional wines, relax on the beach or at a local spa, dine at one of the seventy restaurants within walking distance, or hang out at one of the downtown British Pubs with ACM friends new and old!

MATERIALS SWAPS: Ongoing

Feel free to bring brochures or information about your organization or program to swap with your colleagues.

One piece per organization please.

PRE-CONFERENCE WORKSHOPS

Wednesday, July 6, 1:00 pm – 5:00 pm

\$30 for members, \$50 for non members

PEG Access and Smart Economies

PEG Access and Smart Economies would allow PEG Access professionals and advocates to develop an understanding of progressive economic and community development. Through case studies, presentations by innovative professionals, and issue framing exercises, participants will have the opportunity to become familiar with cutting edge theories and approaches to economic development; understand the politics of progressive economic development in the context of a global media culture; learn how to frame PEG as a positive element in their community's development initiatives; and, create positive relationships with independent producers and new media producers, locally and globally.

Workshop Leader: Fred Johnson, Director, Community Media and Technology Program, UMass Boston.

The Art and Strategy of Franchise Renewal

There is a great deal to be gained or lost by a community during franchise renewal. This workshop will provide a clear and concise understanding of the franchise renewal process. It will provide a step-by-step guide to help attendees navigate the language, process, and strategies of franchise renewal. Learn how to create favorable outcomes, best practices for franchises, the latest on what works and who is doing it. *Workshop Leader:* Sue Buske.

Engineering for Access

A mixture of some basic audio and video engineering techniques to help avoid unnecessary degradation of access programming, and ways of handling engineering and maintenance issues when the budget does not allow for an engineer.

Workshop Leader: Andrew Mellows, Video Engineer, Macrovision

SPECIAL SESSIONS

First Timer's Orientation:

Wednesday, July 6, 5:00 pm – 6:00 pm

New Alliance members and first-time conference attendees are invited to join Alliance Chair Tom Bishop and Executive Director Anthony Riddle for this special meeting. Be sure to mark the registration form that you are a "first-timer."

All Attendees are welcome to participate in the following special sessions and activities (*see schedule*):

- Equal Opportunity Caucus
- Grassroots Caucus
- Regional Chapter Meetings
- Membership Meetings
- Networking Roundtables/Mentor Lunches
- Alliance for Communications Democracy
- Community Media Review Meeting

CONNECTIONS

For more information about the Alliance Conference, City of Monterey, and many regional amenities, you can check out the following websites:

Alliance for Community Media: www.alliancecm.org
Marriott Monterey: www.marriott.com
Monterey County CVB: www.montereyinfo.org
Local Planning Committee: www.ampmedia.org

A. Access Management & Development

1. Operations Q & A Roundtable

A perennial favorite...this session features a panel of seasoned access managers ready and willing to give advice about the day-to-day issues of operating an access center. You pick the topics.

2. Beyond the Paycheck: Benefits, Perks, and a Happy Workplace

This workshop provides examples of creative benefits options to enhance compensation packages and best practices for keeping employees engaged and happy with their jobs.

Presenters: Deb Vinsel, TCTV, Olympia WA; Laurie Cirivello, Community Media Center, Santa Rosa, CA

3. Financial Accountability: From Audits to Ethics Legal, accounting, governance, management and ethics fundamentals pertaining to formation and governance of a non-profit access corporation to be explained, including the "post-Enron" importance of ensuring fiduciary standards and ethical conduct.

Moderator: Curtis Henderson

Presenter: William August, Esq., Boston, MA

4. Mapping Out the Future: The Strategic Planning Process

This insightful session will give attendees tools and ideas to create and carry out short and long term strategic planning processes in their organizations.

Presenter: Chris Sliz, Organizational Development Trainer and Consultant, City of Santa Rosa, CA

5. Making the Most of Executive Leadership Transitions

Although the thought of a "change at the helm" strikes terror in the hearts of many board members, a well-planned executive director transition is an opportunity for reflection, renewal, and productive organizational change.

Presenter: Paula Manley, The Learning Commons, Portland, OR

B. Media Democracy

1. Who Should Care About Media Democracy?

We've all had them in our centers: teenagers who want to make music videos and activists who see only their issue. Why they should care about Big Media? Participants will learn how to reach young people and activists and move them to action about media consolidation and FCC issues.

Presenter: Andrea Quijada, New Mexico Media Literacy Project

2. Successful Grassroots Organizing for Media Change: Going Beyond the Choir, Supporting Access, Building for the Long-Term

This workshop will survey successful grassroots initiatives for media policy change. Case studies include local organizing for LPFM expansion, municipal wireless, and against FCC media consolidation rules.

Presenters: Jeff Perlstein, Media Alliance; Hannah Sassman, prometheusradioproject; Inja Coates

3. Tools and Techniques for Success in Cable Organizing

Hear how grassroots media democracy activists are organizing their cable campaigns in different

cities and localities around the country to tie in with the broader community (Philadelphia, San Francisco, Seattle, Chicago, and others).

Presenters: Susan Gleason, Inja Coates, Karen Young, Sydney Levy, Media Alliance

4. National Networking: Identifying Resources, Strategy Needs

This workshop will focus on surfacing existing needs and available resources in order to strengthen broader coalitions that can win concrete changes for a more just media system.

Presenters: Inja Coates; Sydney Levy, Media Alliance

5. Media for the People?

This session explores the untold stories in the news and media system, and whether or not media corporations and local and national news are meeting the needs of We the People.

Presenter: Andrea Quijada, New Mexico Media Literacy Project

C. Youth and Media Education

1. Integrating Media Literacy into the Classroom

This multi-media workshop will familiarize participants with the basics of media literacy and show how educators and community media leaders can use media literacy lessons in their existing education programs. Free K-12 curriculum CD-ROM *Media & Consumerism* to the first 20 attendees.

Presenter: Christie McAuley, New Mexico Media Literacy Project

2. Digital Distribution: Building Youth Media Online

This hands-on youth workshop will be lead by representatives of the MNN Youth Channel, YMDi.org, and Lowell Telecommunications Corporation. Participants will learn how to compress video clips, attach Creative Commons licenses to the files, upload them, and promote their own work.

Presenters: Vickie Kereszi, MNN Youth Channel Daniell Krawczyk, Lowell Telecommunications YMDi.org Representative

3. Does Free Speech Matter to Young People?

A survey finds the First Amendment is being left behind in our schools. We will hear from adult and youth organizers about why youth are fighting censorship and what kind of strategies they use.

Presenters: Andrea Quijada, New Mexico Literacy Project; Stephanie Elizondo Griest, Youth Free Expression Network; WCCA TV Representative

4. NAMAC Youth Media Case Studies: A Closer Look

Meet three youth media organizations featured by NAMAC in their annual publication *A Closer Look*. Part of their Youth Media Initiative, the organizations were featured as case studies clarifying the rationale for youth media programs.

Presenters: Sara Mahle, Media Bridges Cincinnati Hye-Jung Park, Manhattan Neighborhood Network Youth Channel; Urica Pope, South Carolina Educational Television; Michelle Shutzer, Youth Media Initiative, NAMAC

5. Curriculum Development for Social Change: Engaging Youth through Media & Technology

Many youth media organizations develop innovative curriculum and train youth to use media technology to help them become more socially aware and

active in their communities. Participants will discuss their teaching goals, curriculum, and impacts.

Presenters: Dave Yanofsky, Just Think Foundation; Community Technology Center's Network Representative; Danielle Krawczyk, Lowell Telecommunications Corporation

D. Cable License Renewal and Transfer

1. Financial Audits: Necessary or Nuisance?

Diligence monitoring payments for franchise fees can help your town uncover money it is owed. Learn about financial audits of operators and why they are necessary.

Presenters: Dick Treich, Front Range Consulting; Garth Ashpaugh, Ashpaugh & Sculco; Joe Van Eaton, Miller Van Easton

2. What Do You Want and How Can You Justify It?

Needs assessment forms the basis of a successful negotiation. What new technologies should you consider and how can you justify asking for them.

Presenters: Robert Sepe, Action Audits; Holly Hansen, Hansen Consulting; Chuck Sherwood, Community Media Visioning Partners

3. Franchises, Transfers and Extensions, Oh My!

It can be a jungle out there...don't be caught off guard. Find out what you need to know about franchises and transfers. Learn when extending might be in your best interest.

Presenters: Michael Bradley, Bradley and Guzzetta; Neil Lehto, Attorney at Law; Rick Elrod, Miller Van Eaton

4. Getting Your Ducks in a Row: The Politics of Franchise Renewal

Renewal politics begin long before the process starts. What can you do in your community to assure a favorable outcome?

Presenters: Bunnie Riedel, Riedel Communications; Tom Manheim, City of San Jose

5. The New Kids in Town: The Bells, the Power Companies and Municipal Entry

New technologies are challenging old regimes. What to do when the phone or the power company comes to your town. Should communities build their own systems?

Presenters: Coralie Wilson, President of NATOA; Nick Miller, Miller Van Eaton

E. Media and Telecom Public Policy Track

1. Red Storm Alert! Coming Soon:

The Communications Act Rewrite

Members of Congress, industry leaders and media activists agree: current federal law is outdated and will be rewritten over the next year or two. Will the public interest have a seat at the table?

Presenters: Randy VanDalsen (moderator); Sean McLaughlin, ACM Public Policy Workgroup

2. Federal and State Waters Grow Rougher – Public Policy Update

The Federal Communications Commission, state legislatures and state utility commissions are continually redrawing the map for the future of media access. This session will provide current weather radar for the regulatory storms approaching.

Presenters: Anthony Riddle, Alliance for Community Media; Elizabeth Beaty, National Association of Telecommunications Officers & Advisors

3. Ask the Lawyers! Your questions “Answered!”

A perennial favorite, this session promises candid legal responses to unscripted questions. Don't miss this chance for some free legal advice.

Presenters: Jim Horwood, Esq.; Joe Van Eaton, Esq.; Kohel Haver, Esq.

4. Plenary Session “Looking Forward” – View from the Hill

Policymakers share their perspective from the Public Policy “Crow's Nest” of the US Congress.

5. Media Arts and Community Access: Getting the Story to the People

Noted media artist Dorothy Fadiman works with community television stations to present her Emmy and other award-winning documentaries. This workshop will spotlight her work and present practical tools for reaching an audience.

F. E-Government and Institutional Network

1. The Zen of E-Government

What is E-Government? What are the philosophic similarities with PEG Access? Learn how you can better link with your community's E-Government efforts OR how you can assist in initiating E-Government activities in your community.

Presenter: Dave Bloch, Nevada County Government, Nevada City, CA

2. I-Net for Dummies

Learn about the technologies of today's Institutional Network. How they work? How can your community benefit from and use an I-Net? *Presenters:* Andrew Afflerbach or Lee Afflerbach; Columbia Telecommunications Corporation, Columbia, MD; Fred Cohn, City of Monterey, CA

3. Profiles of Successful Institutional Network Projects: Part 1

These sessions will profile three successful I-Net projects, all of which are in small or mid-sized communities. Hear how these communities are using their Institutional Network and the Internet to cut telecom costs, deliver public services more efficiently, reach a wider audience with access programs, and communicate more effectively. This session will include a live demonstration of the I-Net in Monterey, which links more than 40 regional government agencies, schools, and higher education.

Presenters: Fred Cohn, City of Monterey, CA; Representative, Community Media Access Partnership, Gilroy, Hollister, and San Juan Bautista, CA; Representative of City of Ventura, CA

4. Profiles of Successful Institutional Network Projects: Part 2

See above

5. Profiles of Award Winning E-Government Agencies

This session presents profiles of award-winning local E-Government operations. Hear and see how these public agencies are making government more accessible to the public and conducting the business of government in a more efficient and cost effective manner.

G. Access Past (Our Story): The History of Community Media

1. In the Beginning

Community Media was born in the late 1960s and early 1970s from the efforts of a few key people like George Stoney and the emergence of portable video recorders. George Stoney was there. Learn from George and others how community TV grew from Canada's Challenge for Change project and New York's Alternative Media Center.

2. The Birth of a (Cable) Nation

Community Television really took off when Nicholas Johnson and the FCC mandated local community channels for larger cable systems. And the NFLCP was not far behind.

3. First come... Who's served?

Explore the variants – from content neutrality to media as a tool for social change, and how these concepts have been played out in various communities.

4. Technology: Building Blocks/Stumbling Blocks

Community media would never have been possible without the Sony Portapak – the first portable open-reel videotape recorder. What have been the significant milestones in access technology and how have they advanced (and sometimes impeded) our mission?

5. Access Past/Access Future, Dirk Style

The creation of the Community Media Center model by Dirk Koning in Grand Rapids transformed the thinking of many centers throughout the country. What is this model and what has its impact been? “Access Future” was the conference track Dirk was to organize. What is the future that Dirk saw? Let's build a coherent philosophy, to help shape The Koning Media Center, and the legacy that is being built in his name.

H. Access Future: New Technology, New Media, New Markets, and New Opportunities for Access and Independent Producers

1. Sharing Media Center Models

Who are the leaders who have created new models for our organizations. What can we do to break out of the traditional thinking of what a media center is?

2. How to Survive in a Post Franchise World

How do we justify and ensure our communities' long-term support when the franchise fees are gone? Take a hard look at a future that does not include franchise fees and how centers will find enduring support in their communities.

3. The Marriage of Television and Radio

Many access television centers have expanded their media toolbox to include radio. Some are in partnership with existing community radio stations, some offer radio on their secondary audio cable channels and or Low Power radio stations. This workshop goes into the detail of operating a radio station within your operation.

4. What's in the Media Center Tool Box?

Being a viable and relevant media center means staying abreast of a variety of technologies and offering multiple communications solutions to

our communities. This workshop explores new technologies and creative twists on traditional technologies.

I. Access Outreach Strategies and Training

1. Innovative Youth Programming and Successful Youth Outreach

Reaching out to youthful programmers can be a challenge. Hear from several programs serving youth groups and find out how they became so successful and the challenges they faced in the process.

2. “PEG Story-telling”... Staff Created Programs for Their Communities

Professionally facilitated PEG programs offer a fresh approach. Santa Rosa's “Snapshots” challenges the PEG staff to “hit the streets” and tell stories. Sacramento's Ed channel honors student productions at the Sacramento Educational Video Awards. SCAN-NATOA honor So. California government programming with annual awards.

3. Program Production Training in the Digital Age

Have you struggled with how to manage your non-linear edit workstations? Have the “options” presented with the latest software overwhelmed your volunteers? You are not alone.

4. Digital Storage, Scheduling, Playback, and Streaming

How can digital playback enhance the viewer's experience of our community? How can we expand our audience in this digital age? Let's find out from the experts.

5. Communicating with Our Volunteers and P.R. Tips for Their Programming

Retention and press relations are major challenges to access centers. Volunteer communications plus helpful guides to “self-promotion” every access producer should know.

J. Educational Access & E-Learning

1. Funding and Support Opportunities for E Access in 21st Century

Learn about available resources for affordable program creation; how to build partnerships with municipalities, media companies and educational institutions for program distribution; and how to effectively employ emerging technologies, such as IPTV.

Presenters: Steve Grace, President Los Angeles Cable Television Access Corp & LA36; Liz Rhodes, Executive Director, Sacramento Educational Cable Consortium; Mike Mellon, Director, Instructional Resources and Technology, Monterey COE; Tom Spengler, CEO, Granicus

2. “Imagine This...:” Student's Role in E Access

This session will highlight: 1. A foundation funded statewide student animation project; 2. A regularly scheduled student digital video program on a PEG channel; 3. An annual student media festival recognizing educational student videos. Handouts available.

Presenter: Doug Niva, SECC Production Manager

3. PORTS: The California State Parks and E Access Opportunities

Learn about PORTS, a collaborative effort between public schools and California State Parks. By

CONFERENCE TRACKS

using the Digital California Project (a high speed network connecting California's public schools) PORTS is able to deliver live presentations to classrooms from parks throughout the state. *Presenter:* Dr. John Ittelson, CSU Monterey Bay; Arlene Kreebs

4. New Partnership Opportunities in the Digital World

Examine how digital video platforms are spurring a number of experimental partnerships between access and educational institutions. Presenters will analyze the potential of Video-on-Demand technologies to create new avenues for program-sharing.

Presenters: Jesse Lerman, CEO, Princeton Server Group; Donna Liu, Lecturer, Princeton University, Woodrow Wilson School of Public and International Affairs

5. But Wait, There's More: Educational Programming Sources

Back by popular demand is the updated version of programming sources. Come and share your sources as well as learning about what's new with the old standards: NASA, Classic Arts, SCOLA, Kennedy Center for the Arts, and Annenberg.

K. Producer's Advanced Training and Facility Tours

1 – 4. Producers' Training & Facility Tours at AMP

Three concurrent training modules will be offered during each session: Audio Engineering with Pro-Tools, Video Editing with Avid, and Blue Screen Studio Shoot with the VT4. Participants can rotate through each session or attend multiple sessions for extended training. Please sign-up for specific training modules and times at the main registra-

tion desk at the Conference Center. While you're there, sign up for a tour of AMP!

Please note: there will be no tours/training during the last track on Saturday, but a session will take place during the Friday afternoon membership meeting, 2:15 pm – 5:00 pm

L. Technology Track

1. Going Digital – Post to Playback

Join us for an interactive presentation and discussion of all things digital as they relate to the management of programming material from post production to playback. Topics: Digital Basics – Digitizing Video and Audio; Comparing Digital Devices – Digital Videotape, DVD, Servers; Common Digital Video File Formats – MPEG-1, MPEG-2, MPEG-4, M-JPEG; Data Rate Comparison – Quality vs. Quantity (of bytes); Digital Workflow and Interoperability of Digital Files and Streaming and On-demand Video

Presenter: Jeff Possanza, LEIGHTRONIX, INC.

2. The Shape of Your Head End: Identifying the Right Technology for Your Head End Operations

This open forum will focus on planning and designing a head end automation system that meets your budget and your needs. Topics will include: goals and expectations of a playback system; the pros and cons of common playback technology (DVD, video servers, tape); integrating your head end with your station's operations; building a system that meets your technical capabilities; and much more!

Presenters: Andrew Starks, Co-Founder of Tightrope Media Systems; Tom Walsh, Co-Founder of Media Control Systems; Dennis Dutra, President of Dutra Engineering

3. Digital Video from A to Z; well, maybe!

Digital Video is now pervasive in all areas of video production from acquisition to delivery to the home receiver. Starting with a so-called "digital camera" (it isn't!) through various methods of creating digital video and recording it, we will go through the process of digitization. We'll look at the sampling process and learn how we start with an analog signal and turn it into usable digital video.

Discuss sampling, quantizing and compression, as well as various digital formats from DV to HD and throw some DVD in for good measure!

Presenter: Brian Rutz, JVC Professional Products Co

4. Editing, Asset Management, and Playout Solutions for Small and Larger Facilities

Presenter: Jim Deigan, AVID Technology

M. Hometown

1 – 5. Hometown Screenings

Ever wanted to talk to the producer of that documentary that won a hometown award, or perhaps pick the brain of the woman that placed in the live to tape category? Now's your chance! Choose one of three screens at Monterey's Osio Theater, where Hometown winners will be presenting their work.

The Stoney Screening Room: Be sure to bring your tapes, tips and techniques to share in Monterey! We'll have a space for you to view works and tape swap throughout the conference.

The Soapbox: Your point? We know you have one! Voice it on camera at the Soapbox Station in the Hotel's lobby. Video to be made available for distribution after the conference.

REGISTRATION INFORMATION

Getting There – TRANSPORTATION

Getting to Monterey by air transportation is easy, fly directly into the Monterey Peninsula Airport, located just ten minutes from the Monterey Marriott Hotel. Other nearby airports include San Jose, San Francisco, and Oakland – San Jose International Airport is a hour and a half drive, San Francisco International Airport or Oakland International Airport takes about an hour and forty-five minutes. All of these airports have rental cars available, or from San Jose or San Francisco you can arrange to be picked up by the Monterey Salinas Airbus. The Airbus runs 11 trips daily to and from both the San Francisco Airport (\$35 one way – \$70 round trip) and the San Jose Airport (\$30 one way – \$60 round trip) to downtown Monterey. Drop off and pick-up at the

Monterey Marriott for no additional charge as long as the passenger has made a reservation in advance. www.montereyairbus.com

Airlines: America West; travel dates June 30 – July 14, 2005; Code #AP7027T. Call: 800-548-7575. 10% discount for 60 day advance ticketing and 5% after that.

Staying There – HOTEL REGISTRATION

Marriott Monterey: 350 Calle Principal, Monterey, CA 93940
Reservations: 800-228-9290 or 831-649-4234

Conference rate: \$145 single/double per night, plus state and local taxes. Please reference the Alliance for Community Media (ACM) for the conference rate. **ACM room block deadline is Wednesday, June 15, 2005. All reservations must be made this date in order to get the**

negotiated ACM room rate.

ACM will be able to offer alternative/low cost housing; such as: the Monterey Hostel, home stays at the Unitarian Universalist Church of the Monterey Peninsula and Unity of Monterey Bay or camping at the Veteran's Memorial Park – contact AMP for information on all low cost housing options

SCHOLARSHIPS

Grassroots scholarships for conference registration are available through the Regions. Contact the Regional Chairs or the Alliance headquarters office at 202-393-2650 for more information. Deadline for applications is April 29, 2005.

CANCELLATION/REFUNDS

If you need to cancel, please notify our Conference Coordinator in writing. You may transfer your registration or request a refund. Refunds, less a

\$20 handling fee, will be issued as follows:

- Full refund if request received by June 3, 2005
- Half refund if request received by June 24, 2005
- No refund after July 1, 2005

ALLIANCE NATIONAL OFFICE

Alliance for Community Media
666 11th Street, Suite 740
Washington, D.C. 20001-4542
Voice: 202-393-2650
Fax: 202-393-2653
E-mail: acm@alliancecm.org
Web: www.alliancecm.org

CONFERENCE COORDINATOR

Drohan Management Group
12100 Sunset Hills Road, Suite 130
Reston, VA 20190
703-437-4377
Fax: 703-435-4390
Email: rturner@drohanmgmt.com

REGISTER EARLY! REGISTER ON-LINE www.alliancecm.org!

(Please print or type this form – one per person – photocopies will be accepted)

First and Last Name	Title		
Organization/Company			
Street or PO Box Address			
City	State	Zip Code	Country
First Name to Appear on Name Badge			
Daytime Telephone		Evening Telephone	
Fax		E-mail	


I am attending the conference for the first time

Membership Status

- Individual Member
- Student Member
- Organizational Member
- Non Member
- I am Joining Now
(see membership)

Special Needs

- I am on a restricted diet. My requirements are:

- I have special needs under the American Disabilities Act.
 _____

Emergency Contact Information

Name _____

Daytime Phone _____

Evening Phone _____

A. Registration Fees

(Registration form must be postmarked deadline date. No Exception!)

Regular	On-Site
Deadline	7/7/05-
6/24/05	7/9/05

Members

Full Conference with special events and meals	<input type="checkbox"/> \$360	<input type="checkbox"/> \$385
Full Conference without special events and meals	<input type="checkbox"/> \$290	<input type="checkbox"/> \$315
One Day Only <i>(no special events/meals)</i>		
<input type="checkbox"/> Thurs. <input type="checkbox"/> Fri.	<input type="checkbox"/> \$130	
<input type="checkbox"/> Sat.	<input type="checkbox"/> \$100	

Non Members

Full Conference with special events and meals	<input type="checkbox"/> \$450	<input type="checkbox"/> \$475
Full Conference without special events and meals	<input type="checkbox"/> \$380	<input type="checkbox"/> \$405
One Day Only <i>(no special events/meals)</i>		
<input type="checkbox"/> Thurs. <input type="checkbox"/> Fri.	<input type="checkbox"/> \$165	
<input type="checkbox"/> Sat.	<input type="checkbox"/> \$135	

TOTAL

A. Registration Fee \$ _____

B. Pre-Conference Workshops \$ _____

C. Meals/Special Events \$ _____

D. Alliance Membership \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

All prices listed in this brochure are in U.S. Dollars. Conference attendees from outside the U.S. must pay by Cashier's Check or Money Order made out in U.S. funds to the "Alliance for Community Media." All attendees may pay by credit card.

B. Pre-Conference Workshops – Wednesday, July 7. Please register.

	Members	Non-Members
Engineering for Access	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 50
PEG Access and Smart Economics	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 50
The Art and Strategy of Franchise Renewal	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 50

C. Meals and Special Events

(These fees are included in Full Conference with special events and meals. You may wish to purchase additional tickets.)

Awards/Keynote Luncheon – Friday, July 8	<input type="checkbox"/> \$ 30
Party at Memory Garden – Friday, July 8	<input type="checkbox"/> \$ 30
Awards/Keynote Luncheon – Saturday, July 9	<input type="checkbox"/> \$ 30

D. Membership

- \$350 Organizational Membership *(Full year from receipt of check)*
- \$70 Subscribing Member *(individual) (Full year from receipt of check)*

For other levels of organizational and individual membership and benefits, please contact Alliance Headquarters at 202-393-2650.

Visa Mastercard American Express

Card No. _____

Exp. Date _____

Signature _____

On-line Registration www.alliancecm.org

Please enclose your payment and mail or fax this form to:

2005 Alliance for Community Media Conference
666 11th Street, Suite 740
Washington, D.C. 20001-4542

Fax: 202-393-2653

Thank you and see you at the conference!

**THE ALLIANCE INTERNATIONAL
CONFERENCE & TRADE SHOW**

Each year the Alliance for Community Media hosts an International Conference and Trade Show – four days of training sessions, workshops, trade show, and hospitality events. Attendees will receive up-to-date information and hands-on experience on subjects including engineering, production and technology, legislative and legal, management and administration, professional and volunteer development, community building, media literacy, and more.

The Alliance is a national non-profit membership organization that educates and advocates on behalf of community media. The Alliance provides peer professional training and community activist networking to professionals and volunteers who work in Public, Educational and Governmental (PEG) access through its national and regional conferences, website and list serves, quarterly journal, member newsletters, publications, videos, legislative and legal assistance.

Who Should Attend?

You should! Truly, anyone with an interest in Community Media and PEG Access, from producers to local government representatives, from media activists to board members, should attend as this will be a genuinely nontraditional conference with something for everyone.

- Community media professionals, volunteers, board members, producers, technical and engineering staff, activists
- Local government officials, cable regulatory commissioners and staff
- Educators, librarians, non-profit and social justice organizations
- All others involved in non-commercial media!

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National Guard Counterdrug Program
New Mexico Media Literacy Project
Pioneer Electronics (USA), Inc.
Substance Abuse and Mental Health Services
Symon Communications
Tightrope Media
U.S. Department of Education



Exhibit Opportunities

Contact Margaret Wanca-Daniels at Alliance Headquarters: 202-393-2650 or marketing@alliancecm.org

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and Capital networks Limited

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**Alliance For
Community Media**



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