

ACM National Conference & Exhibition
Minneapolis, MN

July 23-24-28th

ACM National Board of Director Meeting.

Continuation of ACM Vision Plan

Subcommittee: Regional Reps. ACM Member Survey

Rap Up and Discussion of National Conference planning

July 25th

Pre-Conference Activities:

Suburban & Urban Access Center Guided Tour of St. Paul CTV North Suburbs (PEG); St Paul Neighborhood Network SPNN (PE); and Town Square (PEG).

Personal observation:

As you can see, most of the facilities were either PEG or PE. With the exception of SPNN, most of these centers have a very low rate of general public access users. Most do a great deal of city meetings, local news shows, community event coverage and a heck of a lot of sports and parades. As well, these centers serve multiple small cities and jurisdictions basically acting as the local TV station.

However, the Minneapolis public access was just the opposite. They are very much like Access Tucson with a large demand for general public access use.

July 26th -28th

Conference Workshops

New Media in a New Era:

Community Media Centers Move Forward:

The big buzz word was 'web 2.0,' a discussion of how we need to take advantage of new web, emerging technologies and computer software. This workshop also highlighted steps necessary to change what we have been doing the past thirty years; moving from a TV-centric to a network centric workflow.

Attended all Membership Meeting:

I wish we had better attendance by the membership for the membership meetings, but with no financial or other pressing issues, I guess one felt time was better spent in the exhibition area with coffee and food.

Hometown Video Festival and Leadership Awards Ceremony:

Personal observation:

The Hometown ceremony was boring and needs to be re-vamped.

I feel the winners were short changed, not even a photo op.
The venue, the Walker Art Center, was great.
I think we did a much better job when it was in Tucson.

File Formats, Standards and Inter-operability:

A discussion with vendors and tech. experts on standardizing file formats for PEG servers for community media centers.

This workshop was created in direct response to our Regional Reps. ACM Member Survey. This brought most of the vendors to the table to develop a standard for compatibility. This is the first step in an effort by the ACM to offer program file sharing among ACM members. This in turn can be used as a value added for community producers to become individual members of the ACM.

DIY: Set Design and Building:

Sorry to say, this had to be the most disappointing of all the workshops I attended. A set design workshop via PowerPoint just didn't do it! Show me don't tell me. The presentation was in desperate need of video or at minimum, photographs.

Copyright and Fair Use Issues:

With the advances in internet technologies, web streaming and Teleco's with state wide distribution, copyright watchdogs may no longer look the other way. In the past, when we were just cablecasting to our local communities, that was not the case. Today, however, the bar has been raised and we must address these issues.

Community Media Centers

Models and Practices:

Building alliances to benefit the community you serve and strengthen your community media center.

This had to be one of the most exciting examples of city government, local school districts with public/private partnership. SPNN provides the anchor for a youth media program that goes directly to schools and community centers to teach media for credit using the city's free Wi-Fi.

It is funded in part by the private company as a public benefit to the community in exchange for the use of the city infrastructure. They were careful not to use the (F) word-franchise fee, opting for the term "public community benefit". Making a commitment to deliver Wi-Fi to the window of the downtown and business center of St. Paul and targeting the low income neighborhoods first.

Jim Thomas
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Access Tucson