

The buzz at the ACM Conference this year can be summed up in buzz terms: Web 2.0, digital media, ingest/deliver and doubtless many more endearing/obscure terms to come. In order for Access Tucson to participate in this evolving media landscape, we must make all our channel content available in a digital form. These are the rules to be able to participate, share, communicate and re-invent community media.

Media centers across the country are incorporating this new approach at varying levels and in truly interesting and valuable ways. Denver Open Media (<http://www.denveropenmedia.org/>) is an extreme example of what is possible and what DOM thought was necessary for their community. After losing their funding, Denver turned to the web as a means of collecting and distributing content for their channels.

Cambridge Community Television (<http://www.cctvcambridge.org/>) is creating a local voice through their Media Mapping project. Visit the website and find a Google map of their community with red push pins representing video content and programming. Click on a pin and you may find a Zip Doc (zip code based documentary) about the history of a particular bridge and a tango dancing event held there. This creates a truly vibrant, accessible view of Cambridge and illustrates that being web centric does not mean abandoning your local identity. In fact, it's just the opposite.

Cambridge has also adopted a community issue-based training program. They select a topic that is relevant to their community. Then, they identify local groups, organizations and individuals who receive training. These people create programming, about the topic, from varying viewpoints.

The vendor trade show provided a hands-on look at the tools for this participation. Vendors are now, more than ever, willing to enter into a dialog with the content providers and distributors.

The other areas of special interest to Access Tucson are some of the projects available for immigrant communities through community media centers. Access Tucson has already provided support for *Somali –Tucson Talk*, an informational program for and by the Somali refugee community. It was encouraging to see other projects and the measurable results that these programs bring to their communities.

Both Jim Thomas and I are members of the Western Regional board and the National Conference provides important networking and connection time for our regional work. The regional conference will be October (26th & 27th) in Ventura—another opportunity to plug into how centers are creating their own vision of community media.

-Lisa Horner
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