

National Alliance for Community Media Conference, Minneapolis, MN, 7/25→28/07*

Weds. 7/25 → Left Tucson at 9:10am -- and happily, no flight problems. : -)

Early that evening, at the Marriott hotel in downtown Minneapolis, Sam introduced me to George Stoney, who is the acknowledged founder of public access. ...Mr. Stoney proceeded to tell me how his public access facility, the Manhattan Neighborhood Network (MNN), had just purchased an old firehouse building on the edge of Spanish Harlem in NYC, emphasizing that the need – indeed, the goal for MNN now -- is to be friendly and welcoming.

The ACM Conference Welcome that evening, in the Marriott Exhibit Hall, seemed to be hugely successful – with an outrageously delicious variety of luxurious hors d’oeuvres, interspersed with lots of exhibitors and lots of conversations. The very volume of the mingling voices was evidence of so many people talking & networking. ...I couldn’t help but wonder at the expense of those fabulous hors d’oeuvres, but it seemed so smart of ACM to mix the hors d’oeuvres’ tables in with the exhibitors & their high-tech products. Hopefully, the exhibitors made enough profit to make their support of ACM worthwhile! ...Oh, and Mr. R.T. Rybak, the Mayor of Minneapolis, spoke and welcomed us to the Twin Cities. Mayor Rybak also told us how much he believed in free speech media. How terrific for this local PEG to have the support of its key political leader!

Thurs. 7/26/07

7→9am Breakfast with the Exhibitors. Again, really good, appetizing food was interspersed with the exhibitions – which, again, seemed to me to be very smart. ...Also, ACM had a card with a list of the exhibit products by name, along with a blank place for each of the exhibitors’ initials. The idea was for each Conference participant go to each exhibitors’ table and have their card initialed -- and, hopefully, to talk with the exhibitors as well, and maybe even buy something! The carrot for us going to all the exhibitors was to be able to turn in a completely initialed card for the two raffles held during the Conference.

9→10:30am Opening Ceremony and Plenary:

- The history & symbolism of the drum was explained, that it had been passed on from Hawaii in 1990: It means “protecting the voice.”
- Mike Wassenaar, Alliance for Community Media Board Chair & ACM Planning Committee Moderator, from St. Paul, talked about the Twin Cities and how they are a metaphor for community media: the intersection of opposites, the intersection of plains & forest, comparing community media to the Mississippi, calm on the surface, with undercurrents below, with lots of metaphors for crossing this unsure river, hence the conference theme, “Navigating the Currents of Change.”
- Barbara Johnson, Minneapolis City Council President, spoke of the values & challenges of community media:

- Navigating free speech issues
 - Immigrant communities on public access
 - City Council meetings on PEG
 - The opportunity/ability to explain local issues & projects
 - Opportunities for people to express their creative sides
 - Challenges to funding. Need to look at alternative ways to raise revenue.
- Ann Mullholland from St. Paul
 - government access
 - provide info for immigrant populations
 - rich, local, community media presence
 - partnership with Twin Cities library
 - Collaboration
 - Kids after school
 - PEG now embedded throughout the community
 - Jim Horwood introduced Gloria Trisani, former FCC Commissioner
 - Gloria Trisani then spoke:
 - She was originally from New Mexico
 - Has always been very public service minded
 - “The public interest stands for serving the public.”
 - “PROTECT THE VOICE” Overview Issues:
 - How the FCC decides how to regulate ~
 - Will there even be “open access”?
 - Broadcast indecency policies
 - Children viewing violent behavior
 - Media ownership & concentration
 - Net neutrality
 - It’s about *who is left out* (often Hispanics & Native Americans). For example, the Burns’ PBS series, “*The War:*” Burns has now agreed to add supplementary material about the contributions of the Hispanics & Native Americans; but, by omission, people are written out of the American experience, even when they’ve made major contributions.
 - Who has access to media, how the story is told, who receives the message is critical.
 - Media should directly exist in the hands of the people.
 - *Pay just as much attention to opportunities to enhance PEG, not just defend it.*
 - Be savvy about how you market PEG.
 - Keep on advocating for PEG.
 - PEG access channels → stay clear & focused on mission.
 - Give voice to those who don’t have a voice any other way.
 - “Continue to ensure that every American has a voice.”
 - Susan Satter (sp?), “the people’s lawyer”
 - Defended PEG in contract proposed by AT&T. At&T used ruthless tactics like COX, ie lobbyists, slick advertising, etc.
 - FYI, Barbara Popovich → fighter for PEG

- Adopted a principle of “Do no harm.”
 - Had hearings, people testified + phone calls & writing
 - “Keep us connected” coalition”
 - PEG is not mandatory legally, but PEG access must be intensely protected.
 - Illinois bill turned out to be one of the best in the country.
- Denis Moynihan, DEMOCRACY NOW!
 - Must expand & diversify PEG outreach
 - We must keep up The Long Battle to save PEG all across the county!
- Hanna Sassaman, Prometheus Radio Project (very dynamic, passionate community activist; community organizer)
 - Got emergency access to a transmitter in the Houston Astrodome for Katrina survivors
 - Built radio stations in Philadelphia
 - Translate passion into power
 - Public access TV (Manhattan Neighborhood Network/MNN) covered 9/11 rescue workers who were at the Bellevue Clinic.
 - Must have collaborative solidarity.
 - Battles Prometheus are currently fighting: *Big broadcasters don't want competition.*
 - Ask for co-sponsoring → www.getradio.org
 - Local bills: HB 2802 (?) & S 1605
 - *Oct. 12th date for applying for free licenses.*
 - Claim our airwaves back for the people.
 - Why community radio is important: It's relevant to the people.
 - “I am not a person unless you are a person. ...There is not a community unless the community comes together. None of us are anything without the rest of us.”

11am, Thurs., 7/26 → New Media in a New Era: Community Media Centers Move Forward

“This session provides a contextual framework for community media centers in a ‘web 2.0’ era. What are the characteristics of web 2.0 tools and how are they fundamentally different from tools of the past thirty years? What is the role of CMCs and PEGs in this new media environment? How do we go from tv-centric to network centric? Are our staffs, boards and communities ready, and are they aware of the opportunities and challenges? What are the first steps that must be taken in dealing with transformation?”

Moderator: Kari Peterson, KAP Media;

Speakers: Richard Turner, Access Montgomery; Elliot Margolies, Tailored Tales;

Sue Buske, The Buske Group.

- Web 2.0 (pronounced “two point oh”): The 2nd generation of the web characterized by tools & interaction → interaction, participation, sharing, collaboration. *It's a description of what we (public access) have been doing for the last 30 yrs!*
- What does Web 2.0 mean for us?
 - Richard: “How do we adapt to changes in our life cycle? Keep considering what we're here for.... What we're in business for...”
 - Sue: “In order to serve the community, we must be continually evolving. Tools will change & we must have the tools to Protect the Voice.” ...Means of

distribution, preserving the Voice & the Community. “Be nimble.” “Need to go back to why we do what we do.”

- Q: What should be the core activity of media centers now that an overwhelming number of grassroots media producers have their own equipment & are posting their own media directly on the internet?
- Sue: Address the Digital Divide, especially ethnic & age demographics.
- Elliot: The DD is our work.
- Richard: The life cycle & acceleration of change has a toll on us. People are uncomfortable with change & we must find a way of keeping stability throughout change.
- Q: Should community media centers play a greater role in teaching, facilitating and/or distributing media other than cable programming?
- Sue: We must always evaluate ourselves on where we are now + community needs.
- Elliot: No borderlines anymore. No division of media nowadays.
- Richard: Fundamental shift from the way things used to be.... We must shift our way of understanding.
- Elliot: Web 2.0 is a place to congregate. But real people are important. Media centers can be meet up sites.
- Sue: Angst is less when comes from the area of community. To survive we have to change.”
- Q: Should community media centers (CMCs) expand training beyond traditional TV production, such as web based multimedia? And is face-to-face training the most effective method, considering internet-based tutorials?
- Elliot from Palo Alto: His center already does a diverse level of training. Check out website. www.communitymediacenter.net (Should AT could model itself after Palo Alto? Or at least take what we could use?)
- Richard: Need to meet needs of people on demand. But not remove the people factor.
- Sue: Teaching → Start with the known & go to the unknown; Start with what’s comfortable, then go to what’s challenging.
- Q: How does the internet as a platform for media sharing and source of information, displace or compliment PEG cable TV channels?
- Elliot: Recommends the film, “Challenge for Change,” by George Stoney (Could we get a copy of George Stoney’s film for Access Tucson?)
- Q to audience: What/why is the core purpose of a community media center?
 - Protecting the Voice.
 - Harvest what is going on in the community
 - Do more live TV
 - Citizen journalists
 - Serving the not-for-profits
 - Challenge for the web: creating a community on the web. But the internet is just another community delivery system.
 - Facilitating human interaction. Friendly. Supportive.
 - Local, serving the community, not just TV.

- Our relevance is based on using the medium to help people to reach each other. COMMUNITY
 - Get message out → Get people (audience) to see what's presented.
- Summary: How can we be comfortable and do a shift in behavior?
 - Q: What steps can community media centers take to accommodate new technologies?
 - Sue: 1.) Identify community partners;
2.) We're going to lose it, if we don't use it;
3.) How can we preserve what-we-have-to-grow with what-we-can-get?
 - Richard: Create clarity of purpose.

12:30 – 2pm, Thurs. 7/26 → Alliance for Communications Democracy Meeting
(Went but decided not to stay, to go to the ACM mtg instead....)

12:30 – 2pm, Thurs. 7/26 → ACM Membership Mtg 1

- State of the Alliance: reports from Staff & Board of Directors;
 - “We take some hits, but we're still here.” Anthony Riddle, ACM Exec. Dir.
 - Goals now for ACM:
 - Communicate better
 - Market ACM much better
 - Be devoted to building the capacity for the organization & its membership
 1. Leadership development
 2. Individual training
 - Execute things; Get things done. “If you're all hat and no horse, you don't get anywhere in this world – and we need more horse.” “We need a base. Organizing. Hard work & determination to be successful.” Mike Wassenaar, ACM Nat'l Board, Chair
- Questions from Membership...
 - Notes to self for Access Tucson:
 1. Get 2004 Community Resource DVD
 2. Get an Alliance for Community Media link on our own (re-designed) website

2pm, Thurs., 7/26 → Successful Marketing Techniques for CMC Programming and Services
“How do other PEG channels promote themselves to serves the community more effectively, to bring in new producers, to gain more viewers? Bring your problems and solutions and participate in a lively, interactive discussion where you will come away with real life ideas and have an opportunity to share what's worked for you with others.”

Speakers: Hap Freund, The Santa Barbara Channels

Annie Folger, The Media Center, Palo Alto www.communitymediacenter.net

Annie spoke first.

- Much of her marketing is for users.
- “Brand” or aggregate content into categories on channels:
 1. Arts, Entertainment & Issues
 2. Youth, Education & Sports

3. Diversity, Health & Lifestyles

Q: Where does religious programming fit into these categories? Ans: Lifestyles

Q: How successful? Ans: Very. Members/Producers and Viewers like branding.

- Lists programs on TV Guide on Comcast locally
- Buy an ad under TV Guide listings
- Make searching for programs easily avail on website
- Development
 - Build visibility
 - Target different grants
 - Do viral marketing techniques
 - Build a data base
 - Have e-mail capture on website
 - Increase number of press releases to newspapers
 - Put press releases on website
 - Find ways to get more people involved (staff, producers & community)
 - → WHO DO WE MARKET TO?
 - Self-Evaluation: How are services we already provide working out?
 - Capacity Center, instead of “access center”
 - Offer free workshops, “Media for the Web.”
 - How can the Media Center help non-profits to support themselves?
 - “on ramp activities” → something that brings people into the CMC
 - Producer spotlight screening event for 1st time producers.
 - Have surveys to fill for everyone. Be sure to get them back. Much valuable information to be mined!
 - Produce local issue forums & publicize/promote them!
 - CMC studio sessions with local musicians in on Fri nights
 - Always get everyone’s e-mail address who comes through the door & info from filled out surveys. (My two-cents: We – AT (Producers/Staff) – should be pro-active in encouraging everyone who comes through the door to become members. For example, guests on interview shows, etc...
 - Getting people IN, making a CONNECTION, TOUCH THEM AGAIN
 - Re: Follow-up to make it keep happening: Have brainstorming & self-evaluation meetings with Staff once a month.
 - Have one-on-one mtgs with promising clients . . . sometimes lunches.
 - Local heroes
 - Interviews in the mall
 - New definition of web, new paradigm: touching people again & again
 - to connect more & more → bigger & bigger local web

Combo notes from Hap’s talking & handout: “How do other PEG channels promote themselves to serve the community more effectively, to bring in new producers, to gain more viewers?”

- What is marketing? Presenting and promoting ourselves.
- Why market/promote self? To get more viewers more revenue, more people using eqpt./facility, more local content, more partnerships, more....?
- Some reasons people may watch your channel:
 - the accidental viewer
 - channel placement

- lost their remote
- local content
- council meetings
- local sports
- to see themselves & friends on TV
- nothing else on,
- unpredictability – what will they show now?
- sameness on most other channels – this is different
- Why people don't watch:
 - inconsistent quality
 - image-crackpot TV
 - too many other choices
 - stereotype access
 - channel location (i.e. channel 72 or 97)
 - lack of promotion
- Content: 1.) Find, or 2.) Produce, or 3.) Encourage others to produce what your community values (*What can you do to support or encourage community production, to make it easier?*) Examples:
 - Call in program with Mayor and/or City Council
 - High school graduations
 - High school sports
 - Sports luncheons
 - Visiting speakers that only a few people see, ie Robt Kennedy, Jr., UCSB speakers, et al
 - Go after anyone else producing good video in your community so you can show it
 - Look for events that you can cover for other community organizations
 - Look for underwriters to do something good or figure out how to cover costs
 - Sponsor a local video contest or co-sponsor one (new content!)
 - Anything with kids
 - Local cop talk show
- The most advertised product on television is ... television!
 - Schedule
 - What's up next
 - Best of...
 - Training
 - Testimonials from producers, viewers (impact—cops arrests)
 - Testimonials from well-known locals (mayor, congressional rep, etc.)
 - Put some creative effort into some good promos for station
- Other Promotional Ideas:
 - 4->7 minute highlight DVD/sample reel; lunch talks; funders, who knows....?
 - Testimonials, ex.: cops 12 arrests; school got \$25,000 grant, etc.
 - Hustle to get coverage in news articles; make friends in the media; news articles don't just "happen"
 - Press releases
 - Brochure and information packets
 - Cross promotions – with local newspapers, radio;

- Find Board members with PR background, media connections, etc.
- Partner with local media on political roundtable; trade for some free ads and coverage
- Exchange for ad in event brochure (film festival, etc.)
- Botanic Garden – covered creation of environment sculpture, sold 120 DVDs at gift shop
- Use the Internet!
- MySpace site/friends
- 3-mail program highlights newsletter like CAN
- Create some high visibility programs on key local issues
- Downstream station bug
- Aggressively seek non-access center produced local productions
- Video contests
- Viewers Choice
- Interactive public hearings
- Building programs with local papers (election, reporter roundtable) – free advertising!
- Offer footage if you have something other local TV stations want/credit or logo
- Getting videos from community organizations
- Do PSAs for nonprofits
- Provide production services for NPOs
- Help members get press passes for community events
 - a. Video camp
 - b. Doing live trick-or-treat from studio on Halloween
 - c. Santa Claus reading letters from kids
 - d. What Thanksgiving means to me
 - e. What Martin Luther Kind Day means
 - f. Making New Years Resolutions on TV
 - g. Hats, t-shirts, mugs, pencils
 - h. Banners at community events
 - i. Have staff wear station hats/t-shirts when covering events
 - j. Hand out fliers with station info and air dates at events
 - k. Get TV Schedule in TV Guide channel, TIVO, newspapers
 - l. Write an Op Ed piece
 - m. Bookmarks with program or station information
 - n. Inserts in City utility bills, cable bills, etc
 - o. Movie Theatre slide (the “ads” prior to trailers)
 - p. Cross promotion in other organizations newsletters, websites, etc.
 - q. Staffing a booth at community events
- Be persistent
- Think about how we tailor marketing
- Much of his marketing is to viewers
- Every program has a niche. Find it.
 - Do a “most wanted” pgm (shortie) → run as a filler
 - Promote self (Access Tucson) aggressively. Air some self-promotions between every program.
 - My idea: Remove mural painted on AT outside wall & replace with large, handsome AT logo, name & possibly slogan, “Where Tucson’s on TV!”

- Get sked on TV Guide & TIVO
- Look for organizations
- Viewers critical
- Community needs & interests critical
- Aggressively find other producers: Get content on AT channels → PanLeft, schools, etc.
 - How can you vary content, get more viewers to watch?
 - More viewers, more content -> interlinked
- Do cross promotions with newspapers (and not just the city's primary newspaper/s, but neighborhood papers, etc)
- Develop identifiable "marketing collateral"
 - Come up with a one page template, designed aesthetically to be identified, a new logo, etc & use it for multi-purposes
- Market classes, but don't call them "classes" → re-name, like "Digi-Quest Summer Camp", etc.
- Google advertising by networking for a google ad. Type zip on screen.
- Develop partnerships with artists, etc.

3:30-4pm Thurs. 7/27 → raffle drawing & refreshment break

4:30pm Thurs., 7/27 → transportation to Walker Museum

4:45pm Thurs., 7/27 → Walker Museum: gift shop & brief museum visit (Amazing collection! Would

love to go back to the Walker someday for a much, much longer tour....)

5:30pm Thurs., 7/27 → Hometown Video Festival and Leadership Awards Ceremony

Was disappointed Access Tucson didn't win this year – not even be mentioned!

7pm Thurs., 7/27 → Returned to downtown MNN, had dinner & went over Conf material. Max Max frustration! At conferences it's always so hard to pick which workshop to go to, especially when there are often two or three or even four good ones taking place at once!

Fri., 7/27/07

8am, Fri., 7/27 → Breakfast with Exhibitors

9-10am, Fri. 7/27 → ACM Membership Meeting 2

- Floor nominations for the National Board: 5 two-year seats & 1 one-year seat will be elected by membership for terms starting during the November '07 meeting
- The Alliance Speaks (members address the ACM Bd)
 - Communication between Nat'l ACM & local PEGS needs to be 2 ways

- Somehow the Alliance needs to be made more known to local PEGs (Boards & membership)
- Should ACM news/activities be regularly put on local Bd Agendas?
- What about ACM e-mails to members & their Boards
- Fundraising idea to get ACM budget to one million: Have an ACM channel on dish for public access programming

10:30am, Fri. 7/27 → Putting Mission, Not Technology, at the Center of the CMC

“How do we keep our focus on the ‘why’ of community media instead of the ‘what?’ In this session, participants will be challenged to examine their services from ‘the outside looking in.’ We will discuss how to maximize our effectiveness and community value by focusing first on the needs of those we serve. Get tips and tools for better positioning your center as an assistive organization, embedded in the work of the community. Be ready to join in the conversation.”

Laurie Cirivello, Speaker, GRTV (Grand Rapids) Community Media Center

- The “Assistive” Organization Agenda
 - Qs: Are we the center of something? Or are we the support of everything?
- Mission should provide the direction for our “ships.” Is it timeless or is it trendy?
 - Q: Does your mission speak to the outcome of enhancing lives/community or just making television?
- ACM mission: To protect every voice” → the core
- Grand Rapids Mission: “Building community through media”
 - Organizing our work in an assistive way: Be responsive
 - What/Who do we work for?
 - What is needed? Must listen to the community.
 - How do we know needs? What is the Source?
 - What are barriers? What are the bumps in the road?
 - What is the optimal combination of media & technology tools CMC can offer to meet this community need & remove barriers?
 - How do local non-profits use media in their work?
 - They don’t know what they don’t know.
 - Media technology is an “ad on”
 - How do we (public access facility) meet stated needs?
 - Provide an all day seminar for larger non-profits in the community. But not just a come look at us, “we’re swell”. (Personal note: Laurie Cirivello would be really good at Presenting for this.... Maybe a trip to Access Tucson?)
 - Be a convener for bringing non-profits together.
 - Problem solve.
 - There are many experts. Listen.
- Looking in My Own House:
 - Are we a Welcoming Place?
 - Are Staff trained in community service?
 - Listening first
 - Skilled at “The Hand-Off” → Key person (like our Member Service Representative) to send users to appropriate person/place for what they need
 - Shared knowledge

- Mentors & Trail Guides – mentor (like our Facilitators) assigned to a particular person for personalized service in a busy center
 - Do intakes
 - Media literacy
 - Helps create the Production Plan according to need
 - Minimizes abuses of system
 - The language we use (ex. PSA). Use words people understand.
 - Our “rules” ...asking “why”? Do our rules measure up to & reflect our mission?
 - Organizing our resources : people, spaces & tools → to respond to individual & community needs
 - Choreography of Assistance: Person on-call with beeper.
 - Use the approach: “Tell us who you are & what you need,” not telling them how wonderful we are.
 - Tools for planning:
 - Knowing & working around your restrictions & limits!
 - Documentation
 - Coordinating projects in process
 - Resources (Staff, tech tools, space, etc) as raw ingredients: 6 kinds of soup, or an unlimited number of ways to feed people. Project requirements:
 1. Personnel
 2. Partner contribution
 3. Outside expertise
 4. Hardware/Software
 5. Facilities
 6. Production
 7. Time
 8. Money
 - Remove barriers → then pieces come together
- Media Funding
 - Obstacle: We’re seen as nice, but not necessary
 - Everyone wants collaboration. Who is/will be the primary partner/s and their roles?
 - Get grant/s for some other project that just doesn’t happen with usual media
 - Use innovative funding
 - Public access → tool for social change
 - Evaluate the appropriate (best) funding model for the best project
 - Funding is a critical way to get projects to work
- Marketing
 - Future stars or changing lives?
 - Creating menus or examples that speak to NPOs
 - What do we measure?
 - Sustainability
 - Give away power (encourage extensions of use)
 - Extensions: How can we build?
- Laurie’s misc final comments:
 - She’s not a fan of “1st come, 1st serve.” Likes non-discriminatory system better. Should strive to meet community needs.

- Make rules, but also find a way to get around them, if there's a need.
 - "If your mission is just TV, good luck!" Laurie Cirivello
- GRTV (Grand Rapids) Board goals from its Strategic Plan:
 1. Sustainability
 2. Creating & testing new uses of technology
 3. Promoting democratic use of media
 4. Board should continue to work on itself, its own processes & management

12:30pm, Fri. 7/27 → ACM Regional Meetings: Mid-Atlantic, Southwest, Western, Northwest, Southeast, Central States, Northeast & Midwest

- Promote WAVE Awards: see deadline on website
- Western Region Conference will be at the end of Oct., in Ventura, CA
- Has \$500 & \$250 GrassRoots scholarships for Oct conference

2pm, Fri. 7/27 → Community Broadband & Broadcast Opportunities: "A number of municipalities are looking at municipal broadband deployment to serve their community, either through new fiber wireline systems or wireless networks. In a similar vein, the FCC will be opening a window in Fall 2007 for non-commercial, educational FM broadcast licenses. The panel will discuss these developments, and explain how they provide opportunities for PEG to be incorporated into these emerging communications platforms."

Moderator: Coralie Wilson, NSCC/CTV

Speakers: Gloria Tristani, Spiegel & McDiarmid
 Hanna Sassaman, Prometheus Radio Project
 Christopher Mitchell, Institute for Local Self-Reliance
 James Farstad, rClient

Movement in community connectivity → community networks. Community media as voice and content (voice & content most important)

Gloria Tristani (former FCC Commissioner): Gave overview of community broadband movement. Broadband is important. U.S. pays much more for speeds that are less than other countries. We need to do more to speed up broadband: The government isn't doing it.

- Legal barriers: Some states have prohibited cities from controlling their own broadband!
- ✚ "If you want to change things, you need to know what's in place."
- Broadband is an economic tkt to prosperity. Look at broadband as an opportunity to expand.

Chris Mitchell: Broadband is an essential infrastructure. The issue of broadband is an important issue at an important time. Public ownership is very important to us. Corporations are not necessarily evil. Markets are good at using roads; They're not necessarily good at building roads. Governments are good at building. Think of broadband as a road. But broadband will, overtime, be a property. \$ for broadband must be paid. Someone must finance broadband, no matter who runs it. Universal access will be an important consideration. Fiber is a really good investment.

Hanna Sassaman, Media Mobilizing Project. What is appropriate technology? There is now a battle going on for low-power radio network. Congress limited low power FM but commissioned a company to study the impact of low-power on high-power stations. 2 bill in Congress (HR2802 & S1675). Having a community radio station in your city is absolutely important. FYI, WQRZ LP stayed on the air throughout Katrina. Impt: Low Power free licenses, apply Oct. 12→19th (note: *only a seven day window*). Can only be licensed to local, not-profit organizations. Go to www.getradio.org ← impt. Type in zip code. Other relevant, impt websites: www.benton.org www.speedmatters.org & www.freepress.net
BTW, Burlington, VT decided to go wireless. Population: 40,00.

3:30pm, Fri. 7/27 → Ice Cream Social & Raffle. (Very nice. Haggen Das ice cream bars. Yum, yum! But didn't win anything in the raffle. :-|

5:30pm, Fri. 7/27 → Transportation to Nicollet Island Pavillion

6pm, Fri. 7/27 → Nicollet Island Pavillion A small, island, historical site on the Mississippi River. Very tasty barbecue & other goodies. Lots of socialization & networking. Within walking distance of the MNN CMC & we got to go. I found myself feeling so grateful for Access Tucson!

Before 9am, Sat., 7/28 → Breakfast on our own. Exhibitors had gone.

9-10:15am, Sat., 7/28 → ACM Membership Meeting 3 – National Board Candidate Statements.
Old Business. New Business.

- By-Laws are available at www.alliancecm.org
- Or, can e-mail the ACM Board Chair at wassenaar@spnn.org

10:30am-12pm, Sat, 7/28 → Community Media: Keeping It Local: “What has media consolidation, globalization of technology, and statewide franchising done to the concept of ‘local?’ What have we lost, and why does it matter? What is community media’s unique role and opportunity in working to preserve our local communities?”
Lorie Cirivello, Speaker, Grand Rapids Community Media Center
Richard Turner, Access Montgomery -- see www.rturner@met-tv.org for power point
J. Robertson

RT: How do we fit into community values?

LC: CMCs can be impt in the collection & preservation of who we are. In Santa Rosa, “Snapshots” were used to preserve who we are; In GRTV, “Our Urban Stories,” kids giving voice to their communities. Currently, “We are GR.” (Grand Rapids)

- Impt to document the process: Not just the What, but the How & Why. Ex. “Bessie Smith and the Night Riders.” ← the process of creating the production.
- Also have a responsibility to collect resources

- Collect & give away knowledge
- Can have a really nice store-front library
- Look for what's being lost and how can we collect & keep it?
- Structure creating & facilitating

JR: Our full PEG facility is a very big presence in Hawaiian community.

- Last bastian of individual voices.
- Must respect the native peoples. Lots of sovereignty issues. Must consider the under-served & go out & help them. Serve multiple communities. One channel is completely devoted to the NativeVoice.
- Must get away from old paradigms. Must be pro-active: Go out & reach the under-served peoples. The Diversity of Voice is critical.
- Good if you can train people from diverse communities, but, if not, send staff to help them produce.
- Time-Warner in Hawaii values PEG, wants PEG.
- Find out who are the diverse voices are in your community. Get contacts & do outreach.
 - 1) The Tucson Meet Yourself committee might be a tremendous source of diversity contacts for us.
 - 2) How can we encourage more Hispanic & Native American Indian programming?
- Explore multiple ways to keep your facility local..
- “Access Democracy” pgm on Hawaii’s PEG at election is the only voice for candidates.
- Always be willing to say YES!
- Values need to be clarified in our (your) community.
- Passion is invaluable.
- We (Hawaii PEG) will provide scholarships to any non-profit.

12-2pm, Sat. 7/28 → Keynote Luncheon with guest speaker, Al Frankin: “Public access programming is the real deal.” On a personal note, with no put down for Mr. Frankin, the highlight of this luncheon for me was sitting next to Gloria Tristani, a former Federal Communications Commissioner, whom I found to be extremely bright, caring, real -- and truly a believer in the public having a voice. It was such an honor and privilege to meet and visit with her! Would that other FCC Commissioners would be so personally and professionally outstanding!

2:15-3:45pm, Sat. 7/28 → National, State and Local Broadband Policy: Getting Involved “As the U.S. continues to slip in the global rankings of the availability of broadband services, various states, counties and municipalities are developing broadband policies and funding the rollout of broadband services. And with the failure of the teleco-driven franchise reform legislation in Congress and the FCC’s telco-driven franchise reform being challenged in the courts, it is time for Congress to develop a national broadband policy. We need a comprehensive, coordinated and collaborative policy and planning process to insure that all communities have access to low cost, advanced telecommunications infrastructure to insure community, educational and economic development for the 21st century information and innovation economy. Learn why it is critical for CMCs to be involved in local, state and national policy decision-making processes to develop and implement broadband policy.”

Chuck Sherwood, Community Media Visioning, Moderator

Charles Benton, The Benton Foundation, Speaker

Christopher Mitchell, Institute for Local Self-Reliance, Speaker
Lauren-Glenn Davitian, CCTV Center for Media and Democracy, Speaker

-- See www.benton.org for power point presentation

Chris: Introduction. Should have been a broadband policy 1st → then figure out particulars.
Wow! Unwired access origination!! We can have unwired, remote origination. A reason to get involved. We need to be there at the table with local planning for Y-FI networks.

- I. What role can community media play in community life?
- II. Collaboration is key to effective community media.
- III. Access to broadband will effect community media.
- IV. Weaving diverse voices through community

Chris: National broadband policy efforts

- Broadband is an essential infrastructure
- U.S.A. is falling behind. We're paying more & getting less.
- Communities are making a lot of decisions: Who's going to own it when it's done? (Private corporations have a different view than municipalities.)
- Broadband should be owned by the City & services contracted out.
- Argument for public ownership:
 - Open Access Network
 - Universal Access
 - Solve problem of digital divide
 - Net neutrality important for content
 - A community that owns the network can set the rules
→ Can say how it is going to be run....

Loren: City of Burlington, VT = a model for municipal ownership

→ Can say to politicians, "We want public ownership." (or maybe a *public/private ownership...*)

- Don't limit broadband to wireless; Fiber is the infrastructure.
- Vermont government wants to create an "e-state" (?); Create a not-for-profit with 3 hubs in State (East, West, South); Create a statewide entity for telecommunications authorities.
- What is our role in teaching people to use these new tools?

Charles: How does ACM bridge the gap? We need national leadership on this!

- Suggestion: Video Forum → Community Media Summit
 - The internet changes the definition of community
 - Access to broadband is critical
 - Everyone must be able to participate equally.
 - BROADBAND MUST BE UNIVERSAL.
 - There is no wireless without a wireline.
 - Wireless isn't sufficient by itself, especially for small communities.
 - Y-FI & Y-MAX are transitional.
 - Hybrid approaches may be the way to go.

- Monterey, CA also in leadership
- I-Net can be the backbone for YFI
- Keep in mind, all kinds of conduit. www.lastmile.com
- What kind of country do we want to live in?
- Internet developed as a client-server model; Internet is now a peer-to-peer network.
- We need speed in two directions.

Comments from audience:

- “Think about the House of Representatives as Urban Power.
(only 25% rural representation)
The Senate is rural representation (2 Senators from each State.”

- “The Key to the Kingdom is owning the backbone.”

John Bloch, Montpelier, VT
Onion River Community Access Media

4-5pm, Sat. 7/28 – Closing Ceremony: The Drums in Concert, our symbolic Voice.

Recommended reading:

COMMUNITY MEDIA REVIEW (Spring, 2007): Community Media 2.0 → Especially check out pp14,17-18, 23-25 & 43-44. THE JOURNAL OF THE ALLIANCE FOR COMMUNITY MEDIA. www.communitymediareview.org

Connecting With Our Purpose: Conference handout with relevant essays. Edited by Kari Peterson

Localizing the Internet: Five Ways Public Ownership Solves the U.S. Broadband Problem, Becca Vargo Daggett, Institute for Local Self-Reliance, January, 2007. A publication of the New Rules Project of the Institute for Local Self-Reliance. www.newrules.org

* Respectfully submitted, J. Lisa Jones