

# ACM Northeast Region Annual Conference & Trade Show

Live Free and Make Media  
Tradition Meets Innovation II

## Crowne Plaza Hotel & Conference Center

2 Somerset Parkway

Nashua, New Hampshire 03063

October 9 & 10, 2014

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# Welcome to the ACM Northeast Region Annual 2014 Fall Conference and Trade Show

Welcome to “Live Free and Make Media: Tradition Meets Innovation II” here in New Hampshire.

The state motto for New Hampshire is attributed to one of her earliest heroes: Major General John Stark, a hero of both the French and Indian War and American Revolutionary War. His gravesite in Manchester, New Hampshire was rededicated in June 2014 and also serves as a park for residents. It hosts an Easter Egg Hunt, concerts and other activities that people who live in the freedom- he helped to secure -can enjoy.

In 1809, he wrote: “Live free or die: Death is not the worst of evils.”

Like Stark, we should understand that not having freedom would be intolerable. Not having the freedom to communicate would be another “evil” we would have to endure. This is why so many have banded together to form the Alliance for Community Media and the state organizations which fight to preserve and grow local media in our communities. We are glad you are choosing to be a part of it.

Thanks to all the Board members and other volunteers who have worked hard to put together this event to help our understanding of technology, management and strategy for the future. Our wish is that you will learn and grow. In addition, we take time to recognize those among us who have achieved great things.

We hope that you will always have the opportunity to “live free and make media.”

Karen Hayden, Chair  
ACM-NE Region Board of Directors



## Friday Night at 8PM A Special Film Screening Ampitheatre

The Alliance for Community Media NE Region is pleased to present a special screening of RAISING MATTY CHRISTIAN This inspirational documentary profiles the life of Matthew G. Christian (1983-2009), known as ‘Matty’ from the town of Canton, Massachusetts, who was born without full limbs and a tongue. As told through interviews with his parents Allie and Jerry, brother Michael and several close friends and authority figures throughout his life, ‘Raising Matty Christian’ paints a portrait of an inspiring young man who never took no for an answer, achieved a great deal of success, and set out to live life to the fullest. The screening will be followed by a special question and answer session with the Director and others.

- Directed, Filmed & Edited by Christian De Rezendes
- Produced by Christian De Rezendes and Amanda De Rezendes
- Music by Eric Barao
- Co-Producer: Paul Plotkin
- Executive Producers: Allie Christian and Jerry Christian

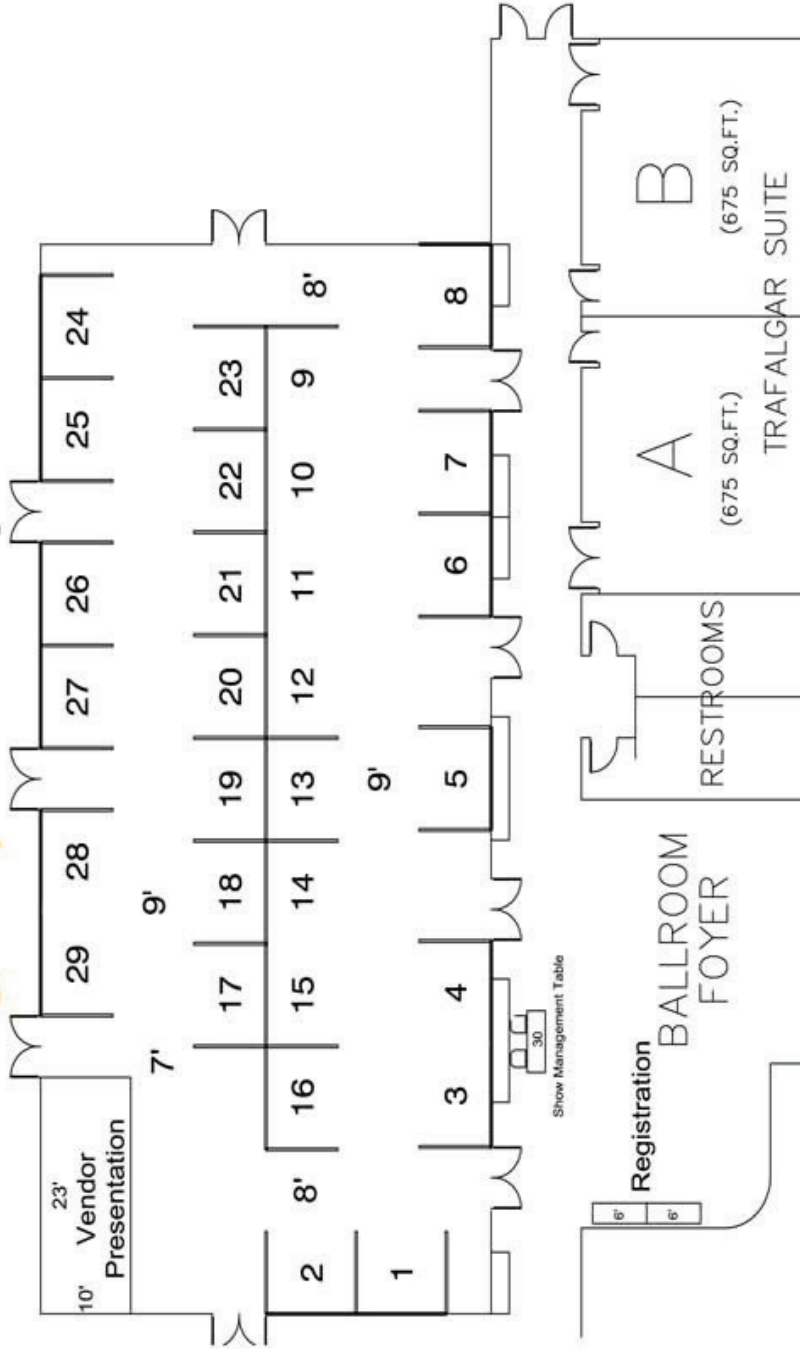
<http://www.raisingmattychristian.com/>



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# ACM-NE Trade Show Presentations

**Thursday - October 9, 2014**

**9:15AM- Mobile Studios and Cameras (Presenter: Access A/V)**

This seminar will cover the power and portability of new switchers that can record, broadcast and stream live production. We will also talk about the latest camera offerings from JVC, Canon and others as they relate to mobile production.

**10:00AM- Why IPTV is the Future (Presenter: TelVue)**

TelVue's Director for Systems Engineering, Chris Perry, talks about the advantages of the HyperCaster IP broadcast workflow, including: Integrated Graphics, Emergency Notification Console, Multi-format in and out, HD/SD Simulcast, and Optional Cloud Enhanced Workflow.

**11:00AM- Lighting & Control for Today and Tomorrow (Presenter: Barbizon Lighting)**

In this session you will receive an overview of the latest lighting and lighting control technology, as well as an introduction to best practices for control of today's lighting systems. Expand your knowledge of what is available on the "bleeding edge" of broadcast lighting technology and learn more about what is practical in the modern studio.

**12:30PM- Get Supercharged - Upgrade to an Automated Workflow for Less Money, Less Work (Presenter: Tighrope Media Systems)**

Supercharge your station with the most powerful and affordable broadcast automation tools around from Tighrope Media Systems. Don't settle for less; just pay less. Learn how the new Cablecast is closing in on costly commercial broadcast alternatives with a completely streamlined workflow, better storage capacity, and the smoothest process yet for using all your most commonly submitted media files with no transcoding. Hear why stations such as BronxNet and the county cable channels in Montgomery, MD are rebuilding around TRMS solutions from TelVue and Synergy, despite years of investment in these old platforms and large existing content libraries. Also hear about new GPI/GPO functionality, allowing TRMS hardware to work with third party equipment, some of which has already been deployed for channel-branding "squeeze backs" by our recent customers. Upgrade today to the best automation, bulletin board, and video server for PEG with Cablecast 5.4 and Carousel 6.0.

**1:30PM- Publish More Video Content Online, with Less Work (Presenter: Polar Design)**

Did you know there's gold hidden in your video archives? PEG/CATV media organizations are uniquely positioned to attract viewers by publishing their extensive video content, online, in ways that are favorable for Google, Bing and other search engines' algorithms. In the past, the main obstacles to doing this have been technology and limited staff time. No longer! Learn how modern web content management solutions integrate with video playback systems to generate thousands of pages of attractive and SEO friendly content with little or no effort. The result is more visitors, viewers and mindshare for your station. We'll also discuss how you can further leverage this online content with community and social media functionality that feeds Google's love of fresh content and makes your web pages engaging.

**2:30PM- A Dive Into How Your Station Can Be HD Ready Now! (Presenter: CASTUS)**

Using a CASTUS system we will demonstrate how to have your channel up and running and totally HD ready. Our systems have addressed the problems in transitioning your station to HD play-out. Using CASTUS software, customers can schedule existing HD content as an SD feed with no transcoding, while simultaneously streaming HD video live to the web with VOD! Today's CASTUS technology enables play-out of any channel to be configured in HD or SD at an unbeatable price! We will also demonstrate how to output your single channel to two different providers, one feed in HD and the other in SD all from 1 box!

**3:30PM- 4k Is Here and How Do We Deal With This? (Presenter: AJA Video Systems)**

From acquisition through post-production and distribution, this presentation from AJA Video Systems will demonstrate a complete workflow solution that begins with the amazing new CION 4K/UHD and 2K/HD production camera and takes you through to completion

## Thursday Night: Dinner and a Show

The ACM Northeast Region has concocted the most unique Thursday night gathering yet at a conference and trade show. Join your friends and colleagues for a private party at "FRIGHT KINGDOM," New Hampshire's premier indoor haunted house. With five different scenarios, ACM will be spending the evening with a cast of characters from your childhood nightmares ... all in good fun.

Barbecue Chicken and Pork Dinner (plus vegetarian options) with a cash bar will be provided on site with games and thrills to follow.

*Ticket Required*



# Our Vendors

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JVC  
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LightWay Media Solutions, Inc.  
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Johnston, RI 02919  
<http://www.lightwayms.tcom>

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<http://www.rccny.com>

RueShare  
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Plymouth, MA 02360  
<http://www.rueshare.com>

Tape Services, Inc  
15 Londonderry Road, Unit 11  
Londonderry, NH 03053  
<http://www.tapeservices.com>

TelVue Corporation  
16000 Horizon Way, Suite 500  
Mt. Laurel, NJ 08054  
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<http://www.unique-scientific.com>

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Videssence  
10768 Lower Azusa Road  
El Monte, CA 91731  
<http://www.videssence.tv>

# Our Presenters

## **Al Williams**

P. Al Williams is Executive Director of Northampton Community Television – [www.northamptontv.org](http://www.northamptontv.org) - with over 17 years of experience working in all aspects of community media. Al has served on a number of local and national boards related to work in nonprofit, media, and the arts including the national board of the ACM, Mass Access, and Shape and Nature Press. He holds a BA in Philosophy from Boston College and is a graduate of the NAMAC Leadership Institute. Al is a harmonica player and visual artist primarily in the aerosol medium. He believes in play, results oriented approaches, educated agility, mistake as opportunity, and the intersection of technology, community, and creativity. Al also loves beets.

## **Andrew Crawford**

## **Ashley Kang**

Ashley Kang has worked as the director of The South Side Newspaper Project / The Stand since 2009. She is the main point person for interested contributors and works to coordinate all content seen on the website and print publication. She also sells ads, maintains a community calendar, runs board meetings and coordinates community journalism workshops. She holds a bachelor's degree in magazine journalism as well as a master's degree in higher education, both from Syracuse University.

## **Bill Simmon**

Bill Simmon is the Director of Media Services at VCAM in Burlington, VT. He's also an award-winning filmmaker and teaches film and video at local colleges. Bill emphasizes the importance of storytelling techniques when teaching students about media creation in any medium.

## **Cara Lisa Berg Powers**

## **Chuck Sherwood**

A Public Sector consultant providing service to local franchising authorities in the preparation of community needs assessments for the cable franchise renewal process and the development of nonprofit cable access management organizations for the provision of PEG Access/CMC services to local communities. Additional consulting services are in the development and implementation of strategic work plans and public policy positions in a converging telecommunications landscape. The review of existing PEG access programming services and bringing those services into the new digital production and distribution environment that adds the Internet to the traditional cable channels.

## **Cor Trowbridge**

Cor Trowbridge has been the executive director of BCTV since 2006. Previously, she worked in Community Development for the Town of Brattleboro.

## **David Dvorchak, Communications Director, AS220**

## **Debra Rogers**

Debra Rogers has worked in Community Media since 1982. She is the Executive Director/CEO of Falmouth Community Television, a position she has held since 1996. Through her ongoing involvement with the Alliance for Community Media (ACM), a national trade and advocacy organization, Debra works to advance the cause, and garner support for community media on the state, region and national level. She currently serves on both the ACM/FACM National and Northeast Region Boards of Directors, serving as national chair from 2009 – 2012. She is currently the co-chair of the Northeast Region Conference Committee and the Region Representative to the National ACM Board.

## **Drew Frazier**

Drew is interested in bringing a more curatorial and innovative approach to content distribution in PEG, without compromising our value of equal opportunity. There are more tools than ever before to facilitate this shift. How can we start to seriously compete for our community's attention on the viewership end?

## **Ian Bauer**

Ian is a videographer and web designer on staff at Northampton Community Television, a nationally recognized community and public media center in Northampton, MA. He runs [ParadiseCityPress.org](http://ParadiseCityPress.org), a citizen-journalism project of the station. He also trains high-school and college interns in video production and journalism. Ian graduated from

the Connecticut School of Broadcasting in 2011 and went on to work in community media and freelance video. He also appeared on the fourth season of NBC's America's Got Talent.

## **Jim Lescault**

Mr. Lescault was born and raised in Holyoke, Ma. During the mid- 1970's he began to incorporate video production work into community issues confronting low-income residents of Holyoke; first working with inner-city teenagers. His community organizing work expanded into issues concerning housing, anti-arson, police/community relations and education. Mr. Lescault pursued and obtained a BA degree in Community Planning from the University of Massachusetts College of Public and Community Service (CPCS). While studying he became the Executive Director of the Boston based, national non-profit consulting agency, Urban Educational Systems. As an independent video producer, Mr. Lescault has numerous credits servicing community-based organizations, as well as unions, museums and city government. Mr. Lescault assumed his duties as the Executive Director of Amherst Media, a PEG Access organization, in October 2007. Since that time the organization has undertaken a radical reorganization, expanding the traditional roles of access to include on line distribution. Amherst Media has opened their tent to soft and hardware developers, gamers, journalists, screenwriters, photographers, designers and most recently Maker Space opportunities and Citizen Scientists. For more information go to [www.amherstmedia.org](http://www.amherstmedia.org)

## **Jane Regan**

An investigative journalist and filmmaker, Jane Regan is news director at Somerville Neighborhood News, a hyper-local broadcast and online news service powered by students and community volunteers at Somerville Community Access Television (SCATV). Prior to that, Regan lived and worked in Haiti for most of the past two decades. Winner of multiple awards, Regan's work has been featured by PBS, the Miami Herald, Associated Press Television News, BBC, Inter Press Service and numerous others. Regan served as executive director of SCATV from 2000-2002, has also taught a several universities.

## **Jason Daniels**

For over ten years Jason Daniels has worked at the intersection of education, technology and community building with a passion for open source software. Currently, he is the first executive director of Easton Community Access Television in Easton, Massachusetts. Jason has also served on the Alliance for Community Media National Board and the Alliance for Community Media's Northeast Region Board of Directors. Prior to his work in Easton, Jason worked in Medfield and Lowell, Massachusetts at community media stations. Jason has produced a number of short format 100-second film festivals and worked at Avid Technology.

## **Jim Horwood**

Jim Horwood is a partner in the Washington, DC law firm Spiegel & McDiarmid. He has over 40 years of practice specializing in matters covering a wide range of communications and energy law. Jim advises local governments and nonprofit organizations on all aspects of telecommunications, including cable franchise renewal and enforcement, PEG access issues, and municipal ownership and operation of infrastructure. He has served since 1990 on the Board of Directors of the Alliance for Community Media as special appointee for legal affairs.

## **Jim Jones**

Known to his friends as Dr. Jones, Jim has over twenty years of extensive experience in technology development in the sectors of education, television/radio, and human relations/payroll; consulting for businesses and organizations all across the United States. Currently the Operations Manager for DoubleACS in Attleboro, Massachusetts; Jim oversees more than 300 staff productions on a yearly basis each requiring multiple levels of distribution and archiving. Jim is also a featured speaker of JVC, speaking at seminars about point-to-point and streaming video technology for the broadcast industry.

## **Joe Torres, Senior External Affairs Director, Free Press**

## **John Hauser**

John is an independent consultant and digital media archivist from Eureka, CA working part time with Access Humboldt. He established the Community Media Archive, in partnership with the Internet Archive and Access Humboldt, where Community Media Centers can archive their video and have them automatically transcoded into MPEG2, MPEG4



and OGV formats. The CMA has grown to 35,000 videos from 42 access centers in 17 states around the country. He has spoken at five national ACM and several ACM Regional conferences about the Community Media Archive and how to work effectively with the Internet Archive.

#### **Jonathan Barbato**

Jonathan B. Barbato has a passion for community media. He is currently a Mass Access Board Member and is employed as Arlington Community Media Inc.'s Production Coordinator. He also works as a freelance filmmaker focusing on education with the Harvard Kennedy School and the Mass Literacy Foundation. Jonathan had previously been a member of I.A.T.S.E. Local 161 as a Script Supervisor based out of New York, working with some well known clients, including Hasbro, HGTV, MTV, PBS, Showtime, the Boston Red Sox, the New England Revolution, and others. Before that he worked with Stoneham TV as its Programming & Training Coordinator. He is pleased to be working again in Public Access Television and serving Massachusetts by promoting media literacy. You can contact Jonathan at [jonathan@acmi.tv](mailto:jonathan@acmi.tv).

#### **JP Fortier**

JP lives in Farmington with his wife, Rachel, and their three children. Originally from the coastal town of Wiscasset, JP traded in his deep sea fishing pole for a fly rod when he was hired by MBTV in the fall of 2000. He has been involved in community television since he was in high school, serving on the Board of Directors of Lincoln County Community Access TV. JP enjoys teaching video productions to anyone interested. JP is proud of the accomplishments made at MBTV. MBTV started from a one-room station in the basement of the community center and is now a fully operational facility, complete with three edit suites, cablecast room, and television studio.

#### **Karen Hayden**

Karen Hayden is the Executive Director of Methuen Community Television in Massachusetts for the last 12 years. A graduate of Fitchburg State College, Karen worked in the corporate media world for Filene's department store and DMA Inc. before venturing into PEG Access media. She spent 13 years with the cable TV company in Andover, MA, where she finished as a Studio Supervisor with eight studios reporting to her. Taking a break from PEG, Karen served as an Events and Fundraising Coordinator for CLASS Inc. -which serves individuals with disabilities- and learned more about how organizations work. Karen is married to Jim Hayden for 29 years. Their daughter Sarah is married and has made them grandparents (YAY!) while their son Ian is a senior studying media production and sustainability at Franklin Pierce University in New Hampshire.

#### **Kathy Bisbee**

Kathy Bisbee has a successful track record of over twenty years in creating empowered communities, businesses, non-profits, and individuals through innovative use of media, civic engagement, digital storytelling, and communications coaching and technology training. As executive director of CMAP.TV, Kathy has increased fee-based services, developed successful partnerships with schools, youth programs, local government, donors, and business partners, and created regional collaborations that have helped protect community media services, and developed a consulting arm, the Convergent Media Alliance, to support improved relevancy and efficiency in community media. Currently, Kathy and her team have reinvented the operations, management, technology infrastructure and volunteer program at CTV in Santa Cruz, CA, to create a long-term sustainability strategy in a post-apocalypse world without community media operating fees from cable companies. On December 1st of 2014 Kathy will begin her new role as executive director of Brookline Interactive Group in Brookline, MA. She has used NVC to streamline workflow, develop successful community partnerships, and to build more productive teams and boards. Kathy served for four years as a national board member for the Alliance for Community Media (ACM), has received numerous awards for her video production work, and won a "Best Documentary" award for her recent documentary "Don't Cost Nothin' to Dream" featuring youth in Latin America who are using hip hop as an instrument of hope and change, found at [www.bisbeefilms.com](http://www.bisbeefilms.com). Originally from western Maine, Kathy can be found kayaking among sea otters in Monterey Bay, CA and having some wicked snowball fights in MA.

#### **Lauren Brenner**

Lauren is a highly-experienced HR Generalist and Consultant who brings to clients 25+ years of experience. Her accomplishments include:

- Advancing organizations in a variety of industries as restaurant, retail,

manufacturing, health care, IT, communications, property management, and educational industries in for-profit and non-profit environments.

- Using her interpersonal skills to enable people and organizations to grow and develop, thereby meeting their business needs and personal goals.
  - Providing observant analysis and detailed assessments to assist organizations with their business challenges.
  - Creating and redesigning HR Departments to assist the business operations of companies.
  - Developing and implementing programs in the areas of Employee and Supervisory/ Management training, innovative recruitment, employee relations and retention, safety/worker's compensation, employment law and compliance, training and development, compensation and benefits.
- After receiving a Bachelor of Science Degree in Labor Relations and Personnel Management from SUNY/Brockport and prior to joining the HCR Group, Lauren spearheaded the HR Department for leading furniture & automotive retailers and a printing manufacturer in New England. They include Jordan's Furniture, Boch Enterprises & Automotive, and Quebecor World RPC. Lauren has been providing HR consulting services for over 10 years and is Principal and President of the HR Services for Telamon Insurance and Financial Network.

Lauren has been requested to present information on a variety of HR-related topics to HR Professionals and non-HR Professionals for organizations including Chambers of Commerce, Legal panels, and the New England Human Resource Association chapters. In addition, Lauren is an Approved Provider through the Human Resources Certification Institute which enables certified HR professionals to receive credits for attending Lauren's presentations.

#### **Marty Feldman**

Martin P. Feldman is vice-president of THE CAMERA COMPANY-- BROADCAST & LIGHTING, a Norwood, Massachusetts-based reseller and systems integrator serving the New England broadcast, cable, educational, religious and video production community. He has held senior management positions in the company since 1989. Feldman was retail advertising manager for the former Camera Enterprises and Underground Camera retail chains during the mid-seventies. He has also worked in major-market radio, having been public affairs assistant at Boston's WJIB-FM after winning top prize in their radio documentary competition in 1972. Feldman is a three-time recipient of the U.S. Coast Guard's Certificate of Administrative Merit, a seldom bestowed award that was achieved during his tenure as a Public Affairs Officer in the U.S. Coast Guard Auxiliary. He attained the position of Branch Chief, Public Affairs/National (BC-PAN) in 1980, serving in that post until 1982. While studying broadcast journalism and TV/Radio production at Boston's Graham Junior College, Feldman gained valuable technical knowledge while working as a master control technician in the college's television station. He credits this experience with fostering his success in the more technical side of the industry. Feldman is currently in his third term as Chairman of the New England Section of the Society of Motion Picture and Television Engineers (SMPTE), is technical advisor to the New England Professional Videographers Association and is an associate member of the Audio Engineering Society. He is currently the audio recording technician for The Metrowest Symphony Orchestra and Concord Chamber Music Society, where he has recorded members of the Boston Symphony Orchestra and world-renowned chamber groups. Feldman's wide-ranging avocations include photography, bicycling, vocalizing and overall music appreciation. He resides in Framingham, MA with his wife, violinist and musical educator Judean LaSalle Feldman.

#### **Matt Newton**

Matt Newton promotes New Hampshire as a destination for film, television, and other media projects and works to support the in-state film and video industry. Newton is a 1997 graduate of the film program at Keene State College in Keene, NH, where he returned to teach production in 2003 and 2004. He was Production Coordinator and Editor at C.2K Entertainment, a commercial production company in Los Angeles and has worked on feature film and television projects on the West Coast. Newton is co-founder of the NH High School Short Film Festival and has served as chair of Concord Community Television.

#### **Mike Swatko**

Mike Swatko is a lifelong maker and technologist with a great depth of experience creating game-changing consumer products and expertise with multimedia publishing and imaging (digital imaging, analog photography, large format and darkroom.) He has two US patents pending in the field of digital photography. When exposed to sunlight Mike enjoys hiking and rock climbing. His current fascinations are nixie tubes and fabricating works



with Makelt Labs' plasma and laser CNC machines. An avid software developer since back in the day when floppy disks were floppy, Mike is now Director of R&D at Innovative FOTO, a small consumer-oriented technology company in Salem NH.

#### **Mike Wassenaar**

Mike Wassenaar is President of the Alliance for Community Media, the organization which supports, promotes and defends Public, Educational and Government Access television in the United States. He regularly leads seminars and lectures on community-based media organizations throughout the United States, and has made presentations for before Congress, the FCC and other national and regional media organizations. Mike served thirteen years as Executive Director of Saint Paul Neighborhood Network, a community media center in Saint Paul, MN. During that time, he worked as lead partner in the Community Technology Empowerment Project, an AmeriCorps program promoting digital literacy in the Twin Cities. Mike has worked in community television and community and public radio for over thirty years in Minnesota and Wisconsin. He got his start in radio working in a youth media program as a high school student in Minneapolis. He produced news and public affairs and entertainment programs with community volunteers at KFAI Minneapolis and WORT Madison, and was a reporter and radio host with Wisconsin Public Radio.

#### **Nancy Richard**

Nancy Richard has been with PACTV for seventeen years. She manages a staff of 16, many of whom have been with PACTV for over ten years. She has served on the state, regional and National ACM boards during her 21 years in access, and is a recipient of the Buske Leadership and the Chuck Sherwood Leadership Awards. For 15 years, she has conducted an annual salary and benefits survey. Last year, well over 100 access centers across the country participated. The survey has become a standard management tool for budgeting, and analyzing current trends in salaries, positions and benefits for access center staff.

#### **Nina Ridhibhinyo**

Nina Ridhibhinyo is the Education Group Programs Manager at the ECHO Lake Aquarium and Science Center in Burlington, VT, coordinating their school, summer camp, and overnight programs. Prior to ECHO, Nina was an after school site leader for the Burlington School District's 21C Champlain Elementary School site. She has a ScB in Environmental Science from Brown University and is currently enrolled in a Masters of Science Education program with a focus on Free-Choice Learning through the Oregon State University's e-campus.

#### **Paul C. Rapp, Esq.**

Paul Rapp is an intellectual property lawyer and writer who lives and works in the Berkshire Mountains of Western Massachusetts and represents musicians, indie labels, studios, music promoters, as well as artists of all types and businesses in the creative economy. Paul writes the column "Rapp on This" for the Albany, New York weekly Metroland, and appears regularly on Northeast Public Radio's VoxPop program as a copyright expert. Paul lectures widely, including recent appearances at the Future of Music Coalition Policy Summit in Washington and at the School for the Museum of Fine Arts in Boston. He's also the drummer for the band Blotto and has the distinction of being the first person to appear on MTV wearing a Speedo.

#### **Reginald A. Seigler**

Reggie Seigler serves as a community board member of The Stand and also contributes a regular entertainment column called "A Friendly Five." His column highlights the music and history of Syracuse's local music scene. He works for the Syracuse Housing Authority, is an active member in the Tucker Missionary Baptist Church and serves as the bandleader for Soft Spoken Band.

#### **Robert Haigh**

Robert Haigh has been with Access A/V of Concord, NH as their product and facilities specialist for the past five years. Robert brings 21 years of television management to the company, having been General Manager of WCAT in Wakefield, MA for 16 years and 5 years at the helm of LTC Lowell's Community Media Center. He worked for a time as the SQA Manager at Broadcast Pix and has attended certified seminars at NewTek for the TriCaster Pro line of Switchers and for Panasonic's new line of DLP projectors. Robert is a licensed private pilot and is graduate of Emerson College. He also attended Delaware State College and

Marshall University. Access A/V is a dealer for the DJI line of products of quadcopters and UAVs.

#### **Roland Boyden**

A lover of all things public access, Roland Boyden has been working at BCTV in Brattleboro, VT since 2006 during which time he's overseen much of the stations technology upgrades including the installation of a new HD broadcast studio in 2011. His latest undertaking has been to bring full HD video to the station's live remote broadcasts using a combination of new consumer and professional products.

#### **Sal Russo**

Sal has been involved in all aspects of video production for over thirty years. After receiving degrees in aerospace and industrial engineering, Sal went on to earn his masters in "media and technology" from Boston University. He was the supervisor of the video production department at General Electric in Lynn, Massachusetts from 1978 to 1987. Then Sal became the president of VALED Video Services in 1987 when he started his own corporate video production company. Sal has always been committed to staying on the cutting edge of technology, and in 1998 co-created Arcamedia Inc., a company that produced all aspects of multimedia productions. In 2002, Sal left the corporate world to successfully do freelance video and multimedia productions. Sal has been the Executive Director of Salem Access Television (SATV) in Salem, MA since January of 2003. Sal has been a visiting professor at Salem State University since 2005 teaching Studio Production I, Studio Production II and Video Basic Editing classes for the Media Production major in the Communications Department.

#### **Steve D'Onofrio**

Steve D'Onofrio has been the Director of Photography/Cameraman & Audio Technician for THIS OLD HOUSE & ASK THIS OLD HOUSE since 1998. Nominated for Eight National Emmy Awards, Steve has also produced 80+ cooking videos for SIMPLY MING with Chef Ming Tsai. Through his company, Creating Television, Steve has produced many videos for corporate and famous athletes including Robert Kraft, Tom Brady and Derek Jeter. Steve also served as President of the Board of Directors for North Andover Community Access Media.

#### **Steven Pappas**

Steven Pappas is the editor of the Barre-Montpelier Times Argus, an award-winning daily newspaper located in central Vermont. In the last six years running the news department, he has overseen significant changes to technology, including the integration of a "cloud" news management system, incorporating social media into the news gathering mix, and creating content for multiple delivery platforms other than print. He lives in nearby Plainfield on his family's farm.

#### **Tarsha Stacke**

Tarsha Stacke is a Community Representative to the Board of Directors of Somerville Community Access TV and she is also one half of the mother daughter team behind "Mother Daughter Productions" with the goal to "enhance and foster culture, education and peace for all humankind." You will often find her at the station with her husband Denys working on stage plays. She is also sometimes co-anchor of Somerville Neighborhood News

#### **Tony Campos**

Tony Campos is the Executive Director of Central Vermont Television, a non-profit community media and technology center located in Barre, Vermont. Tony has developed a high-definition (HD) digital studio connected with Charter Communication Cable. CVTV's mission is to provide local citizens with access to training and state-of-the-art digital video tools as a means of personal, political and artistic self-expression. During his career, Tony has worked with organizations like Turner Sports to stream Vermont Frost Heaves games and the ABA National Championship over the Internet. From the Turner Sports, Tony recognized the market was moving towards the Internet-- and that the public was upgrading to smart phones for mobile access.

#### **William H. Solomon, Esq., Special Cable Counsel and Town Attorney, Stoneham, MA**

# Master Conference Schedule

## Wednesday, October 8

5 - 7PM: **Registration Table Open** (Ballroom Foyer)

## Thursday, October 9

8:30AM - 5:30PM: **Registration Table Open**  
(Ballroom Foyer)

9 - 10:30AM **BREAKFAST** (Exhibit Hall)

9AM - 4PM: **TRADE SHOW** and **PRESENTATIONS**  
(Exhibit Hall)

9:10AM - Access AV presentation: Mobile Studios and  
Cameras

10AM - TelVue presentation: Why IPTV is the Future

11AM - Barbizon presentation: Lighting & Control for  
Today and Tomorrow

12:30PM - Tightrope presentation: Upgrade to an  
Automated Workflow

1:30PM - Polar Design presentation: Publish More  
Video Content Online

2:30PM - CASTUS presentation: Your Station Can Be  
HD Ready Now!

3:30PM - AJA Video Systems: 4k Is Here - How Do We  
Deal With This?

**ROUNDTABLES** (concurrent with Trade Show  
presentations--download this for full titles, descriptions &  
timetable)

## Friday Luncheon Keynote Speaker

**Joseph Torres**  
**Senior External Affairs**  
**Director**  
**Free Press**



Joseph advocates in Washington to ensure that our nation's media policies serve the public interest, and builds coalitions to broaden the media reform movement's base. Joseph writes frequently on media and Internet issues and is the co-author of the New York Times bestseller *News for All the People: The Epic Story of Race and the American Media*. He also serves on the board of directors of the Center for Media Justice and the National Association of Latino Independent Producers. Before joining Free Press, Joseph worked as deputy director of the National Association of Hispanic Journalists and was a journalist for several years.

10:30AM - 12PM: Live Video Mixing (Trafalgar  
Room)

10:30AM - 12PM: Breaking the Mold (Hunt Club  
Room)

1:30 - 3PM: Quad Copter! (Trafalgar Room)

1:30 - 3PM: Content Swap (Hunt Club Room)

12PM - 1:30PM **ACM STATE CHAPTER MEETINGS**

in the Trafalgar, Hunt Club, and Board Rooms

6:30 pm **RECEPTION, DINNER PARTY and A SHOW**  
at **Fright Kingdom**, 12 Simon Street, Nashua

## Friday, October 10

7:30AM - 12:30PM Registration Table open, (Ballroom  
Foyer)

7:30 - 9AM **BREAKFAST**, (Ballroom B&C)

8:30AM **ANNOUNCEMENTS**

### TRACKS FOR WORKSHOPS

*(See Next 3 Pages for Details)*

**Management** in Hunt Club Room

**Small Stations** in Trafalgar Room

**Community Journalism & Storytelling** in Amphitheatre

**Track Not Taken** in Ballroom Salon D

### 9 - 10:30PM **WORKSHOPS**

5 Legal Hot Spots (Hunt Club Room)

Election Programming (Trafalgar Room)

Intro to Mobile Storytelling (Amphitheatre)

Organizing for Policy Wins (Ballroom Salon D)

10:45AM - 12:15PM **WORKSHOPS**

Successful Cable License Renewal (Hunt Club)

Whizz-Bang One Camera Production (Trafalgar)

Kickstart a Community Newsroom (Amphitheatre)

Intellectual Property, Copyright & Fair Use (Ballroom  
Salon D)

12:15 - 2:15 PM **KEYNOTE LUNCHEON** (Ballroom  
BCDF)

### 2:30-4PM **WORKSHOPS**

Community Media Center to Broadband Access  
(Center Hunt Club)

Chief, Cook, and Bottle Washer (Trafalgar)

Expanded Views in Storytelling (Amphitheatre)

Communicating from the Heart (Ballroom Salon D)

4:15 - 5:45 pm **WORKSHOPS**

Accessing Employee Loyalty (Hunt Club)

DIY Video Archiving (Trafalgar)

Youth Media & Storytelling (Amphitheatre)

Intersections of Doing (Ballroom Salon D)

8PM **FILM SCREENING: RAISING MATTY**  
**CHRISTIAN**, (Amphitheatre)

## Saturday, October 11

**12:30pm VIDEO FESTIVAL**, *Alpine Grove, 19 S.  
Depot Road, Hollis, NH*

# Thursday Roundtables

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## **10:30AM-12:00PM**

### **Trafalgar**

#### **New Dimensions for Live Video Mixing**

Video Mixing (or VJ-ing) does not need to be limited to 3-camera shoots. With new software, innovative and breathtaking visuals can be created in real-time. Forget editing. This is a great complement to audio driven content or radio style interviews. This roundtable will give you hands on experience with VDMX visual mixing software and a path on how to bring this to your organization.

*Jason Daniels, Executive Director, Easton Community Access Television, [www.eastoncat.org](http://www.eastoncat.org)*

## **10:30AM-12:00PM**

### **Hunt Club**

**10:30 Breaking the Mold: (re) visioning the new Access Center Producer and fostering new partnerships in the Film & Media Industry (How to Tap into Film Resources) with Matt Newton, Director, New Hampshire Film and Television Office**

## **1:30PM-3:00PM**

### **Trafalgar**

**Bring Your Productions to New Heights with a Quad Copter!**

Come check out this round table on the DJI Quad Copter with GoPro Camera. Share ideas on how to incorporate aerial video in your productions. This is a fantastic new tool for video producers and heck.. it's pretty freakin' cool to fly!

*JP Fortier, Station Director, Mt. Blue TV, [www.mtbluetv.org](http://www.mtbluetv.org)  
Robert Haigh, Access A/V, [www.accessavnh.com](http://www.accessavnh.com)*

## **1:30PM-3:00PM**

### **Hunt Club**

#### **Content Swap - Non Local Video for your TV Channels**

Are you responsible for programming multiple TV channels broadcasting 24/7? Are you constantly on the lookout for non-commercially produced, quality video that speaks to the concerns and interests of your local audience? John will share Access Humboldt's process and his experience in automating series downloads from pegmedia.org, Democracy Now and other sources. Participants should be ready to share: favorite sources of non-local content, techniques for downloading/transcoding/scheduling, pet peeves, wish lists and requests. What are your requirements for non-local video? What series/shows do you download? What's your preferred download method? How much time it takes?

*John Hauser, Special Projects Manager, Access Humboldt, [www.accesshumboldt.net](http://www.accesshumboldt.net)*

# Friday Workshops

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## **9:00AM-10:30AM**

### **Management - Hunt Club Room**

#### **The 5 Legal Hot Spots Organizations Need to Monitor in Human Resources**

A "must attend" workshop for anyone who manages personnel and those responsible for HR oversight, policy setting and implementation for their organization. This session will cover such topics as; the 5 top reasons employers are being sued, HR safeguards to protect organizations, practices and policies all organizations must have and more.

*Debra Rogers, Executive Director and CEO, Falmouth Community Television, [www.fctv.org](http://www.fctv.org)*

*Lauren Brenner, President, HR Services Division, HCR Group/Telamon Insurance & Financial Network, [www.telamonins.com](http://www.telamonins.com)*

## **9:00AM-10:30AM**

### **Small Stations - Trafalgar Room**

#### **Election Programming for Community Media**

Rules, rules and more rules! Get your questions answered regarding the policies and procedures relating to equal time, rules, and guidelines for broadcast channels vs. PEG channels, candidate approval statements and how the rules carry over to social media. Don't miss this timely session packed with the information you need to successfully navigate this election season.

*Jim Horwood, Spiegel & McDiarmid, LLP, [www.spiegelmcd.com](http://www.spiegelmcd.com)*

## **9:00AM-10:30AM**

**Community Journalism and Storytelling - Amphitheatre**

## **Introduction to Mobile Storytelling: the Nuts & Bolts of Using a Mobile Device for Shooting Videos**

Learn how to master the tools of mobile production through different applications and add-ons for your handheld device! Mobile devices have created a space for people to create content and share it instantly with others. Some users may even consider themselves citizen journalists. The importance of having instant access to information and sharing this with others is a way to connect and build community. Through the use of mobile storytelling, journalists, activists and media makers can now expand beyond their story with the ability to show their neighbors-locally and globally - the action as it happens. You can get live shots without attracting attention, and you can get inside settings that are cramped or crowded. This workshop will show you how to pre-produce, produce and edit your movie, all using your smartphone. Participants will break out into small groups during this session. All participants are encouraged to download iMovie for your phone (\$5) before the session.

*Jonathan Barbato, Production Coordinator, Arlington Community Media, [www.acmi.tv](http://www.acmi.tv)*

## **9:00AM-10:30AM**

### **The Track Not Taken... - Ballroom Salon D Organizing for Policy Wins**

At the end of this hands-on workshop, participants will be familiarized with tools they can use to effect legislative change on the local level and above. ACM's Mike Wassenaar and Free Press' Joe Torres will talk about effective lobbying strategies and rules of the road, and will help people refine their communication techniques. The workshop is meant to help community media groups prepare for policy battles to come.



Mike Wassenaar, Public Policy Advocate, Alliance for Community Media, [www.allcommunitymedia.org](http://www.allcommunitymedia.org)  
Joe Torres, Senior External Affairs Director, Free Press, [www.freepress.net](http://www.freepress.net)

**10:45AM-12:15PM**

Management - Hunt Club Room

**Techniques and Strategies for a Successful Cable License Renewal**

Municipalities and their community media centers are required to conduct cable license renewal negotiations with the cable provider on a regular basis, but what are the best ways to prepare for those negotiations? What documentation is needed? What audits need to be conducted? What are the strategies necessary to insure the most successful outcome for community needs and interests to be provided for during the next license period?

Chuck Sherwood, Principal, Community Media Visioning, [www.teledimensionspublicsector.com](http://www.teledimensionspublicsector.com)

Sal Russo, Executive Director, Salem Access Television, [www.satvonline.org](http://www.satvonline.org)

William H. Solomon, Esq., Special Cable Counsel and Town Attorney, Stoneham, MA

Marty Feldman, VP, Integrated Solutions Group, The Camera Company, Inc., [www.isgboston.com](http://www.isgboston.com)

**10:45AM-12:15PM**

Small Stations - Trafalgar Room

**Whizz-Bang One Camera Production**

Get hands-on advice from a professional videographer, Steve D'Onofrio, to make community media productions look and sound more inviting. As the Director of Photography for "This Old House" and board member for North Andover Community Access Media, Steve brings the perfect combination of quality and reality to the forefront in this session.

Steve D'Onofrio, Director of Photography, "This Old House", [www.thisoldhouse.com](http://www.thisoldhouse.com)

**10:45AM-12:15PM**

Community Journalism and Storytelling - Amphitheatre

**If You Build It, They Will Come: How to Kickstart a Community Newsroom**

Are you looking to launch your own newsroom at your community media center? Maybe you have already done so but are interested in learning how others are doing reporting, production and distribution? This workshop will give a glimpse of several different community-based news efforts and will end with a discussion about different models and how to jump-start a hyperlocal news effort at your center. The session will be moderated by community media scholar and journalist, Jane Regan.

Jane Regan, News Director, Somerville Neighborhood News, [www.scatsomerville.org](http://www.scatsomerville.org)

Tarsha Stacke, Board of Directors, Somerville Community Access Television, [www.scatsomerville.org](http://www.scatsomerville.org)

Ian Bauer, Project Coordinator, Paradise City Press, [www.paradisecitypress.org](http://www.paradisecitypress.org)

Ashley Kang, Board of Directors, The Stand, [www.mysouthsidestand.com](http://www.mysouthsidestand.com)

Reginald A. Seigler, Board of Directors, The Stand, [www.mysouthsidestand.com](http://www.mysouthsidestand.com)

Tony Campos, Central Vermont Television, [www.cvtv723.org](http://www.cvtv723.org)

**10:45AM-12:15PM**

The Track Not Taken... - Ballroom Salon D

**Intellectual Property, Copyright and Fair Use in Media and Art**

Technology has made it increasingly challenging to navigate the world of intellectual property, particularly in media and the arts. What kind of rights do I need to secure? What is Fair Use and can anyone tell me whether it applies? How do I navigate the legal issues inside of platforms like YouTube? Where do I obtain rights if I need them? What kind of liabilities do I have? Can I show cover music, should I fight take-down notices, and how much trouble could I be in?

Paul C. Rapp, Esq., Adjunct Professor of Copyright and Art & Entertainment Law, Albany Law School, [www.paulrapp.com](http://www.paulrapp.com)

**2:30-4:00PM**

Management - Hunt Club Room

**Evolving from Community Media Center to Broadband Access Center - "By Any Media Necessary"**

How will your operation change with more broadband access - what if your access center had 10 Mbps symmetric? 100 Mbps? 1 Gbps? What would you do with dedicated fiber and unlimited broadband access? Panelists will share experiences of CMC's with a range of broadband access serving cable TV audiences and communities beyond cable, from dial-up to fast Internet, fixed and mobile, over wireline and wireless connections. Workshop participants will get ideas for making the transition in their own communities - including practical advice and creative bootstrapping tricks along the way!

Chuck Sherwood, Principal, Community Media Visioning, [www.teledimensionspublicsector.com](http://www.teledimensionspublicsector.com)

Jason Daniels, Executive Director, Easton Community Access Television, [www.eastoncat.org](http://www.eastoncat.org)

Cor Trowbridge, Executive Director, Brattleboro Community Television, [www.brattleborotv.org](http://www.brattleborotv.org)

Roland Boyden, Production Manager, Brattleboro Community Television, [www.brattleborotv.org](http://www.brattleborotv.org)

Andrew Crawford, Systems Administrator/Tech Director, CCTV Productions, [www.cctv.org](http://www.cctv.org)

**2:30-4:00PM**

Small Stations - Trafalgar Room

**Chief, Cook, and Bottle Washer**

Are you stuck being the camera operator, editor, and producer? Come to this informative workshop of what a low budget Maine station is doing on producing locally made content for community television. From town meetings to musical concerts, it's all about streamlining production using templates and a little good ole' fashion yankee ingenuity. Remember if it ain't broke don't fix it!

JP Fortier, Station Director, Mt. Blue TV, [www.mtbluetv.org](http://www.mtbluetv.org)

**2:30-4:00PM**

Community Journalism and Storytelling - Amphitheatre

**Expanded Views in Storytelling**

This is 2014. Community media centers are emerging out of the model of public, educational, and government access television organizations and we are challenged with a world in which voices express and create and advocate across multiple platforms simultaneously. Centers need to adapt their offerings and resources to reflect this new reality. Experience perspectives from the world of trans-media, gaming, and analog interactivity that hope to inspire and educate about new horizons in the medium of storytelling.

*Bill Simmon, Moderator, Director of Media Services, Vermont Community Access Media, [www.vermontcam.org](http://www.vermontcam.org)  
Nina Ridhibhinyo: Education Group Programs Manager at the ECHO Lake Aquarium and Science Center & Lakecraft Project Leader, [www.lakecraft.net](http://www.lakecraft.net)  
Drew Frazier, Content Manager, RETN, Burlington, VT, [www.retn.org](http://www.retn.org)*

### **2:30-4:00PM**

#### **The Track Not Taken... - Ballroom Salon D Communicating from the Heart in Community Media: Increasing Compassion, Empathy & Efficiency at Work & Play**

At the heart of community media is a goal of empowering our communities to share their creative self-expression through media, technology and storytelling. While we teach many skills that utilize logical, linear thinking, planning around productions and through our expertise on technical tools, the creative imagery, capacity for empathy, and emotive aspects of our work are equally as important. This hands-on session will provide tools from the practice of Non-Violent Communication (NVC) and will increase your compassion and empathy, (for yourself and others), reduce burnout, support mindful enjoyment of work and play, and create more efficient and less stressful professional collaborations.

About NVC: Learning and practicing NVC supports the building of awareness and skills that minimize defensiveness, blame and judgment between people. NVC also builds trust by increasing capacities for honesty and empathy/understanding, all of which contribute to improved work relationships, more cohesive teamwork, and providing greater efficiency in collaborative project management.

*Kathy Bisbee, Executive Director, Community Media Access Partners, [www.cmaptv.org](http://www.cmaptv.org)*

### **4:15-5:45PM**

#### **Management - Hunt Club Room Accessing Employee Loyalty - Benefits, Recognition and Common Sense**

What do employees really want? Beyond the paycheck, a good benefits package coupled with real recognition can keep employees happy and productive. Health insurance and other options don't necessarily require piles of money or gobs of time. Can a benefits broker or independent agent help? What about AFLAC? How important are the "little things" like feeling appreciated? It all starts with well-written, easy to understand personnel policies. Two access media professionals share their experiences and the latest research on ideas -- some which require no cost or just a little effort - that can make you the manager that people want to work for and with.

*Karen Hayden, Executive Director, Methuen Community Television, [www.methuentv.org](http://www.methuentv.org)  
Nancy Richard, Executive Director and CEO, PACTV, [www.pactv.org](http://www.pactv.org)*

### **4:15-5:45PM**

#### **Small Stations - Trafalgar Room DIY Video Archiving with the Internet Archive**

As media makers and access centers look past popular internet video distribution channels such as Youtube, Vimeo or Pegmedia what opportunities exist for creating an online digital archive? What prevents the archive partner from becoming the next BlipTV that decides that your content is no longer welcome? How can media makers and media arts organizations create

a "Do it Yourself" video archive that has a chance of outlasting commercial video services? This workshop will introduce the Internet Archive and the Community Media Archive as an example archive that's grown to 35,000 videos contributed from 42 access centers and media makers from 17 states around the country. Learn what you need to know to contribute digital video files to the Community Media Archive and discover some "best practices" for managing data about your videos once your collection is established. If you're a media maker, you'll learn how to increase the chances that your video is discovered and selected for broadcast by access centers. If you're an access center, you'll learn how archiving affects your both your policies and practices. Archiving is too important to leave to the professionals! You'll emerge from this session with an "I can do that!" attitude towards archiving your community's or organization's cultural history.

*John Hauser, Special Projects Manager, Access Humboldt, [www.accesshumboldt.net](http://www.accesshumboldt.net)*

*James Jones, Operations Manager, DoubleACS, Attleboro Access Cable System, Inc., [www.doubleacs.com](http://www.doubleacs.com)*

### **4:15-5:45PM**

#### **Community Journalism and Storytelling - Amphitheatre Making an Impact through Youth Media & Storytelling**

In this workshop, members from Press Pass TV, [www.presspasstv.org](http://www.presspasstv.org), a Boston-based youth media organization, will discuss their evolved skills in interviewing, videography, and journalism. Using PPTV as a case study, you will learn more about youth media production and the specifics of storytelling and its ability to engage the audience! Through the use of different media examples and discussion, we will cover elements such as story structure, interviewing, developing a voice, visual storytelling elements, effective sequencing, text & graphics and more!

*Cara Lisa Berg Powers, Co-Director, Press Pass TV, [www.presspasstv.org](http://www.presspasstv.org)*

*Press Pass TV Youth, PPTV, [www.presspasstv.org](http://www.presspasstv.org)*

### **4:15-5:45PM**

#### **The Track Not Taken... - Ballroom Salon D Intersections of Doing: Community Media, Maker Spaces, Arts Collectives**

Community media centers, maker spaces, and arts collectives have tremendous fundamental philosophical overlap. They are public spaces that empower and enable the creative, functional and critical expressions of the community and individuals within it. Creative community spaces have been emerging rapidly across the country. Public access television stations are facing tremendous survival challenges. Volunteerism and charity among youth is enormous. Technological resources are more advanced and accessible than ever before. Our ideas of geography are being questioned and changed by a networked world. Join members of community media, maker, and arts organizations in discussing who we are, what models we use and the opportunities we have to support one another in shared resources, vision, and practices.

*Al Williams, Executive Director, Northampton Community Television, [www.northamptontv.org](http://www.northamptontv.org)*

*Jim Lescault, Executive Director, Amherst Media, [www.amherstmedia.org](http://www.amherstmedia.org)*

*David Dvorchak, Communications Director, AS220, [www.as220.org](http://www.as220.org)*

*Mike Swatko, Board of Directors, MakeItLabs, Nashua, NH, [www.makeitlabs.com](http://www.makeitlabs.com)*



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