

ACM Northeast Region Annual Conference & Trade Show

The Heart of Local Media

Hartford Marriott Downtown

200 Columbus Boulevard
Hartford, Connecticut 06103

November 19 & 20, 2015

Sponsored by

tightrope media systems 



BARBIZON
LIGHTING COMPANY

www.barbizon.com

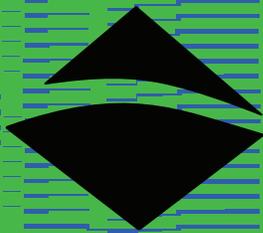
 **CASTUS**
CASTUS.TV

Panasonic

whatever you name your files...

TownPromoFCw/citymanager.mov.wav.jpg
weekly#MagazineShow/FINAL FINAL FINAL I
cant take one more edit request!!! HDH.264
1080iversion@1920x1080\$10-4\$27minruntime
with5secBLK@beginning16:9aspectratio.mp4

WE'LL PLAY THEM!



CASTUS

CASTUS is a flexible platform that works for you!
featuring:

Zero Transcoding!

Built in non-linear timeline for video editing.

HD and SD inputs and outputs out of the same box.

All channels share one library; play any item on any channel.

CASTUS.tv
989.588.3800
Michigan State Office

Welcome to the ACM Northeast Region Annual 2015 Fall Conference and Trade Show

Welcome to the Heart of Local Media in Hartford, Connecticut.

We are so glad that you decided to join us.

Everyone knows that a healthy heart is essential to the body. It is also essential to a healthy community. The strong center of any organization has to be the steady rhythm of people who are bound together in a common purpose and unity. In cities and towns across the United States, local media plays a part in keeping the heart strong through sharing the stories and events that make each community unique. Local media is a place for discussing issues and proposing solutions.

PEG stations are often the only places where each community can share its government meetings, school concerts and sports, and other things that make that city or town unique. As more local news programs produced by PEG stations are shared, the value of these stations only increases. Having a central place where all of this comes together instead of just individuals creating videos in their bedroom studios, builds and strengthens the heart of the community.

Humans are still social animals. Until we can actually hug each other or touch someone's hand on an app, humans need contact for our overall health. It is one of the reasons people still attend conferences in person. Some of the best parts of the experience are the random conversations where ideas are shared, support is given and affection is expressed. So many colleagues are now my friends and advisors. Phone meetings and emails are nice, but these relationships really blossom when we see each other face to face. I have people I can count on for advice and support partly because of these Alliance for Community Media conferences and video festivals.

In short, it does my heart good to be a part of this! And that is my wish for you too.

Karen Hayden, Chair
ACM-NE Region Board of Directors

ACM-NE Region 2015 Conference Committee

Co-Chairs, Karen Hayden and Debra Rogers

Barbara Chisholm, Treasurer

Erica Jones, Programming & Workshops

Keith Thibault, Trade Show

Pua Ford, Publicity & Internet Marketing

Lori Belché, Conference Brochure & Website

Patrick Cody, AV

www.acm-ne.org



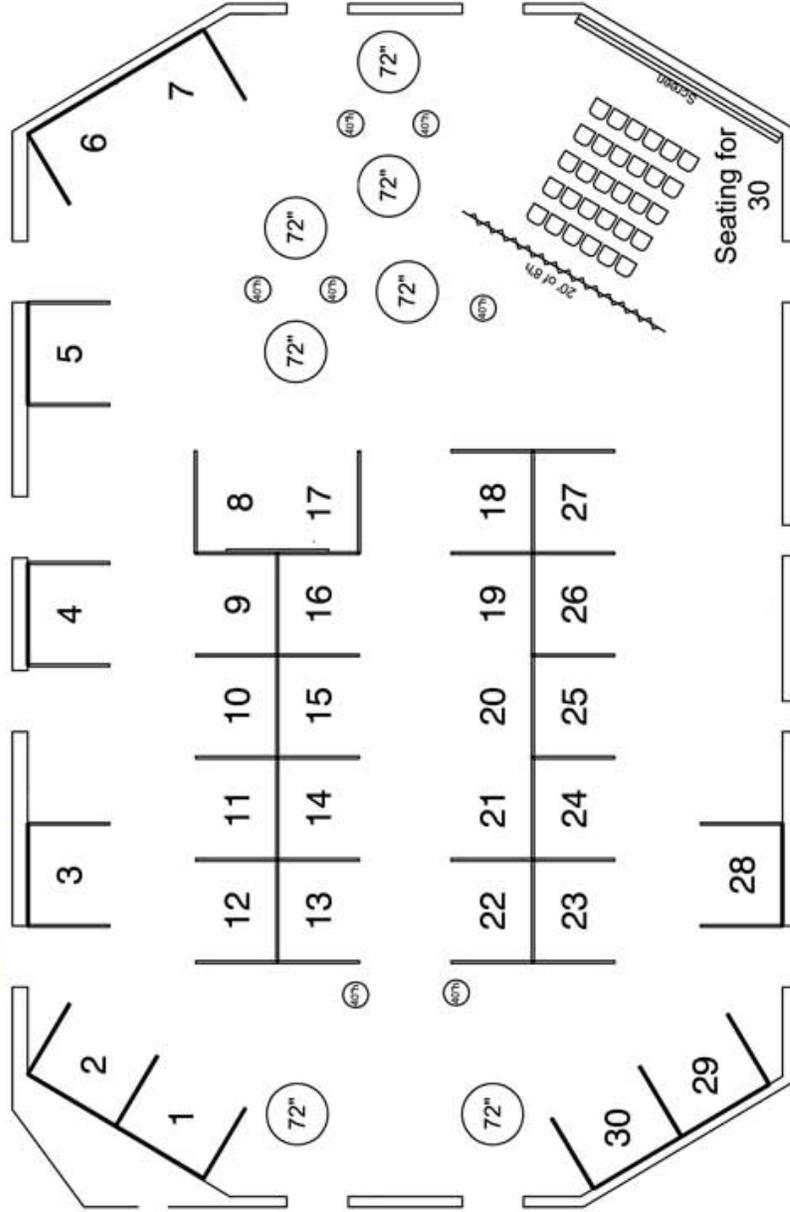
ALLIANCE FOR COMMUNITY MEDIA- NORTHEAST REGION

TRADE SHOW FLOOR MAP

NOVEMBER 19, 2015

Presenting Sponsor

tightrope media systems



Platinum Sponsor

BARBIZON
LIGHTING COMPANY
www.barbizon.com

Gold Sponsors

CASTUS CASTUS TV
Panasonic

VENDORS

1. UNISET
2. Discover Video
3. Unique Video Systems
4. Comrex
5. Broadcast Pix
6. Tightrope Media Systems
7. Tightrope Media Systems
8. Barbizon Lighting
9. Panasonic
10. Tape Services, Inc.
11. RueShare
12. TelVue
13. The Bares Group
14. LEIGHTRONIX
15. Creative Mileage, Inc.
16. Chy-TV/Digit Signage Tech.
17. Barbizon Lighting
18. CASTUS
19. Access A/V
20. Access A/V
21. Access A/V
22. DataVideo
23. Radiant Communications
24. FOR-A
25. DNR Laboratories
27. Valley Communications
28. ISG/Camera Company
29. G&G Technologies
30. JVC



ACM-NE Trade Show Presentations

Thursday - November 19, 2015

10:00AM - Cablecast 6.0: Renew Your Look, Reflect on Your Savings (Presenter: Tightrope Media Systems)

So long 2001! We donated our old looks to the UI museum and made way for the fresh new user experience. The new modern dynamic Cablecast 6.0 user interface is totally versatile, so it's easy to view and update your schedule on mobile devices. Our new public site also got a makeover, delivering a professionally designed home for all your VOD and live streaming content right out the box, while also offering more customization options than ever before. Be prepared, when your content looks this good, you know it will be in high demand. So make sure you also stick around to learn about how Cablecast Reflect delivers all the reliable streaming capacity you need for your online viewers, only when you need it, at a price that doesn't blow your whole budget. Look better with less hassle, choose Tightrope. Your story plays here.

11:00AM - Lighting your Studio with the next generation of LED fixtures (Presenter: Barbizon Lighting)

Q&A facilitated by the Barbizon staff and featuring Frank Kosuda from DeSisti Lighting

12:30PM - Transmitting Video over IP: CER for PEG (Presenter: Comrex)

With so many options for transmitting live video over the public Internet, it really comes down to Cost, Ease of use and Reliability when trying to appeal to the PEG sector. We'll discuss each of these CER aspects and key components of IP transmission.

1:15PM - Equipment and Services for Steaming your PEG channel on the Internet (Presenter: Discover Video)

Over the last 3 years new encoders and streaming services have been introduced. This session will cover software and hardware video encoders for both live streaming and remote broadcasting. It will also include an overview of the streaming services for live and on-demand delivery to computers, mobile devices, and TVs.

2:00PM - Tricks of the Trade with CASTUS! (Presenter: CASTUS)

Description: Come and learn easy video production tricks that you can use in ANY production to enhance the quality, look and feel! These techniques will help you ensure that your footage not only looks and sounds amazing, but will bring your post skills to a whole new level! It doesn't matter what camera or which editing software you use; these techniques are industry standard practices. Plus, see how we have incorporated tools and features never seen before in an automation server inside our CASTUS QuickRoll. This is a session you will not want to miss!

3:00PM - Mobile Switchers, Cameras, and Wireless Technology (Presenter: Access A/V)

Take your show on the road and don't be constrained by wires. Set up anywhere, broadcast anywhere. Check out the latest in portable switchers, WIFI cameras and wireless sender/receiver kits from major brands. Presented by Robert Haigh.

Thursday Night: Dinner Party - 6:30pm

Come join us on Thursday night at the Connecticut Science Center. The evening starts off with conversation and a buffet dinner featuring salad, two entrees, sides & dessert. The venue features games based on scientific principles that you can enjoy friendly competition with your peers, while grooving to the Hartford Steel Drum Orchestra. Special Thanks to Telvue for sponsoring the band.

Ticket Required



Our Vendors

Access A/V
8 Integra Drive
Concord, NH 03301
<http://www.accessavnh.com>

Barbizon Lighting Company (Platinum Sponsor)
3 Draper Street
Woburn, MA 01801
<http://www.barbizon.com>

The Bates Group
62 Roundway Drive
Coventry, RI 02816
<http://www.batesreps.com>

Broadcast Pix
3 Federal Street
Billerica, MA 01821
<http://www.broadcastpix.com>

CASTUS (Gold Sponsor)
165 NE Juniper Street, Suite 101
Issaquah, WA 98027
<http://www.castus.tv>

Comrex Corporation
19 Pine Road
Devens, MA 01434
<http://www.comrex.com>

Creative Mileage, Inc.
900 Lafayette Street, Suite 704
Santa Clara, CA 95050
<http://www.creativemileage.com>

DataVideo
7048 Elmer Avenue
Whittier, CA 90602
<http://www.datavideo.com>

Digit Signage Tech./ Chy-TV
5 Hub Drive
Melville, NY 11747
<http://www.chytv.com>

Discover Video
101 N. Plains Industrial Road
Wallingford, CT 06492
<http://www.discovervideo.com>

DNR Laboratories
76 Waterbury Park Road, STE 203e
Watertown, CT 06759
<http://dnrlaboratories.com>

FOR-A
2 Executive Drive, Suite 670
Fort Lee, NJ 07024
<http://www.for-a.com>

G&G Technologies, Inc
280 North Midland Avenue, Bldg. F Suite 202
Saddle Brook, NJ 07663
<http://www.ggvideo.com>

Integrated Solutions Group/The Camera Company
858 Boston Providence Highway
Norwood, MA 02062
<http://www.igsboston.com>

JVC
1700 Valley Road
Wayne, NJ 07470
<http://www.jvc.com/pro>

LEIGHTRONIX
1125 N. Cedar Road
Mason, MI 48854
<http://www.leightronix.com/>

Panasonic (Gold Sponsor)
2 Riverfront Plaza
Newark, NJ 07102
<http://www.panasonic.com/business/provideo/>

Radiant Communications, Corp.
5001 Hadley Road
South Plainfield, NJ 07080
<http://www.rccfiber.com>

RueShare
11 Lantern Lane
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
<http://www.telvue.com>

Tightrope Media Systems (Presenting Sponsor)
800 Transfer Road, Suite 1B
Saint Paul, MN 55114
<http://www.trms.com>

Unique Media Systems
P.O. Box 622
Brookline, NH 03033
<http://www.unique-scientific.com>

UNISSET Corp.
449 Avenue A
Rochester, NY 14621
<http://www.unisetcorp.com>

Valley Communications Systems
20 1st Avenue
Chicopee, MA 01020
<http://www.valleycommunications.com>

Our Presenters

Ernesto Aguilar

Ernesto serves on the Board of Directors for the National Federation of Community Broadcasters, the largest and most established organization representing community radio and independent media nationwide. He has been program director at KPFT in Houston, Texas since 2005, and counts programming, online strategy and fundraising among his responsibilities. In addition, Aguilar is a journalist whose work on diversity, engagement and related subjects has appeared in many outlets.

Michelle Alimordi, Tigtrope Media

Jacob Aparicio, Youth Reel Hartford

Bill August

Bill is a partner at Epstein & August, LLP, a law firm specializing in representing municipalities and many access corporations in cable television licensing and access corporation matters, including formation, tax exemption and governance of nonprofit corporations and related matters. Bill has represented many municipalities in cable franchise renewal and cable regulatory matters and was previously General Counsel to the Massachusetts Cable Television Commission. He is counsel to the Boston Community Programming and Access Foundation, New England's largest access corporation and provides counsel on licensing matters, governance, tax exemption, policy guidelines, First Amendment issues and other matters for many access corporations. Bill was also previously General Counsel to Action for Children's Television, a leading public interest media reform nonprofit. Bill is a graduate of Princeton University, A.B. '76 and Harvard Law School, J.D. '80.

Heather Aveson, News Director, SCATV

Jonathan B. Barbato

Jonathan 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.

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, 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.

Nancy Bauer

Nancy has spent over 30 years in the broadcast industry. Specialty is building community partnership using media as the catalyst to educate, inform and inspire.

Lori Belché

Lori is the Station Operations Manager at Somerset Access TV. She is no stranger to PEG Television having been part of it since 1982. Lori is currently working a reality TV show as well as a few other outside projects with her husband production company Outsource Creations. She also has an extensive background in theater and vocal performance.

Nancy Benben, Hartford Foundation for Public Giving

Peter Bergstrom

Peter is the owner of Comms Mobile Solutions. A company that specializes in the construction, repair and supplying of parts for your mobile broadcast vehicle, with a combined 30 years in the mobile electronics field and 15 years of construction, service and repair of mobile communication vehicles in both broadcast and military applications.

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.

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.

Steven D. Brewer

Steven is President of the Board of Amherst Media and co-founder of the Makers at Amherst Media maker community. He is a member of the UMass Amherst Biology Department faculty and Director of the Biology Computer Resource Center, where he serves as a consultant to faculty on the implementation of technology in support of education. He has been active in supporting technology education outreach initiatives, including the New England Regional Developers Summit, and co-founded Hack for Western Mass. A fluent speaker of Esperanto, Brewer is an award-winning author of Esperanto-language haiku and haibun.

Sue Buske, President, The Buske Group

Tony Campos

Tony 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.

Kayla Creamer

Kayla started working at Amherst Media in May 2010 as the Government Access Coordinator and became the Director of Programming in 2011. Aside from maintaining the station's cablecast system and handling a portion of the production tasks, she also oversees Amherst Media's archive project, which has been in full swing since the Spring of 2014. Kayla graduated from UMass Amherst in 2009 with a B.A. in Communications and started a freelance photography and videography business shortly after.

Laura Deustche, Director of Education & Production, PhillyCAM**Robert Dokes, Studio Associate, BevCAM****Eric Dresser**

Eric is the Executive Director of Hingham Community Access & Media of Hingham, Massachusetts, which was established in 2011. With such a recent and relatively late start compared to many of our neighbors, HCAM has grown quickly under Eric's leadership. Beginning as a public only operation, HCAM quickly grew to additionally take on the management of both government & educational access in the years since HCAM's founding. Eric's background in production and community media center operations management have been extremely instrumental in getting HCAM off the ground, so quickly becoming a valued community organization in a very short time.

Peter Gargaro, Youth Program Coordinator, Billerica Access TV**Tricia George, YOUmedia, Hartford****Ellen Gugel, GPC**

Ellen has won hundreds of grants for clients. She's helped dozens of nonprofits from grassroots to large agencies: social services; arts and culture; environmental; animal welfare; advocacy. As Director of Foundation and Corporate Relations at Lutheran Social Services (2010-14), she created a successful grants program. At Tower Hill Botanic Garden (2004-07), she oversaw annual appeals, major gifts, membership, and foundation/corporate support and secured \$4 million in grants for a \$12 million expansion. As Executive Director, Ellen led Orenda Wildlife Land Trust (1998-2004) with new grants and membership programs and the organization's first capital campaign. Ellen earned her MBA from Boston University. www.grantsandmore.org

Robert Haigh

Robert 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

Russ Hannagan, Executive Director, EBTU**John Hauser**

John is an IT consultant and digital media archivist from Eureka, CA associated with Access Humboldt. He received the 2015 Buske Leadership Award for his work promoting video archiving at the local, regional and national levels of the ACM. He founded the Community Media Archive, in partnership with the Internet Archive and Access Humboldt, where public access TV stations and Community Media Centers can archive their video and have them automatically transcoded into MPEG2, MPEG4 and OGV formats. The CMA has grown to 45,000 videos from 54 access centers around the country. He has spoken at six national ACM and several ACM Regional conferences about the Community Media Archive and assisted many access centers in understanding how to work effectively with the Internet Archive.

Jim Horwood

Jim 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.

Erica Jones, Membership & Outreach Director, SCATV**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.

Kim Miot

Kim has been running PACTV Community News since its inception in 2012 as the News Director. The weekly magazine style show covers 4 towns on the South Shore of Massachusetts. PCN also rotates 8 different on-going segments that provide great community connections such as: restaurant review, health & wellness, town manager, design corner and doctor's orders. Before joining PACTV, Kim has been an Executive Director to two start up access stations and has been in access for 15 years.

Llu Mulvaney-Stanak, Development & Outreach Mgr., VCAM**Sheila Navarro, Senior News Producer "The Local Live" Larchmont Mamaroneck Community Television, Mamaroneck, NY****Christine Olson, Lead Instructor Makers Program, Amherst Media****Jim Palmer, Production Manager, PAT Peabody****Bryan Patton**

Bryan trained as a mechanical engineer and excels at creating projects with complicated electrical circuitry and mechanics. He possesses a great deal of knowledge about composites, mold making and fabrication of all types, from carbon fiber to CNC machining. His skills also encompass welding and woodworking. Mr. Patton is an expedient and profuse "Maker". His portfolio includes making: 3D Rep Rap Printers, LED Cubes, Nixie Clocks, custom machining, microprocessor electronic kits -Arduino, Raspberry-Pi.

Debra Rogers

Debra 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 the ACM Northeast Region Board as co-chair of the conference committee. Debra served on the ACM National Board of Directors for 12 years, serving as Chair from 2009 – 2012. On a local level, Debra is a former board member and a founding member of ArtsFalmouth, has served on the board of the Falmouth Cultural Council and is an active member of the Falmouth Chamber of Commerce, Falmouth Local Emergency Planning Committee and is in her second term as an elected town meeting member. Debra holds a Bachelor of Science in Communications from Fitchburg State University.

Devra Sisitsky

Devra has a unique blend of skills, talents and resources that are suited to successfully manage a wide array of Makerspace ventures. She was asked to assist with the presentation of the 2014 NY Maker Faire and to join the Manufacturers Alliance of Communities Commission to Promote Makers in Cities across America, sponsored by the White House. Throughout her career Mrs. Sisitsky was instrumental in over 32 successful business startups in healthcare, media, and construction. Mrs. Sisitsky brings a diverse skill set based on 34 years of business exposure. She is passionate about solving the skills gap in New England and impacting the economy through innovation.

Cor Trowbridge

Cor has been the executive director of BCTV since 2006. Previously, she was the Community Development officer for the Town of Brattleboro, Vermont, and has a Master's in Regional Planning from U. Massachusetts-Amherst. Cor came to BCTV with administrative skills and a background in volunteerism and community organizing from past work experience and as a student member of the Public Interest Group in Michigan during her college years at U. Michigan-Ann Arbor. Now that she has a few public access television milestones under her belt, including—contract renewal, cable company acquisition (Adelphia-Comcast), intervening in a VT Public Service Board docket, website launching and re- launching, facility transition to HD, and developing a fee-for-service production model as an alternative revenue source— all as a small (<\$250K) station, Cor finally admits she may have some “tips & tricks” to share with others in the field.

Mike Wassenaar

Mike 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 KFAL Minneapolis and WORT Madison, and was a reporter and radio host with Wisconsin Public Radio.

Robb Zarges, SCATV Interim Exec, Dir. and President/Founder at Kainos Coaching and Consulting, LLC



Unique Media Systems
 State-of-the-Art
 Studios, Media Centers,
 Auditoriums & Conference
 Rooms.

Info@unique-scientific.com

Planning your next step? Let us help launch your project successfully. Designed and built your way. Neat and professional. Degreed engineers with decades of experience.

Offices in MA & NH

603-305-3323



Master Conference Schedule

Wednesday, November 18

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

Thursday, November 19

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

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

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

10AM Cablecast 6.0: Renew Your Look, Reflect on Your Savings (Presenter: Tightrope Media Systems)

11AM Lighting your Studio with the next generation of LED fixtures (Presenter: Barbizon Lighting)

12:30PM Transmitting Video over IP: CER for PEG (Presenter: Comrex)

1:15PM Equipment and Services for Steaming your PEG channel on the Internet (Presenter: Discover Video)

2PM Tricks of the Trade with CASTUS! (Presenter: CASTUS)

3PM Mobile Switchers, Cameras, and Wireless Technology (Presenter: Access A/V)

ROUNDTABLES (concurrent with Trade Show presentations)

10:30AM - 5PM MakerSpace & Youth Film Screening
10:30AM - 12PM Working with your Local or Regional Emergency Planning (Capital 2)

1:30 - 3PM Moving and Combining the ED channel within your Organization (Capital 2)

4 - 5:30PM Advertising vs. Sponsorship (Capital 2)

6:30PM **RECEPTION / DINNER PARTY**
at Science Center.

Friday, November 20

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

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

8:30AM **ANNOUNCEMENTS**

TRACKS FOR WORKSHOPS

(See Next 3 Pages for Details)

Management in Ballroom A

Technology & New Media in Ballroom B

Creative Outreach in Ballroom D

Best Practices in Capital 1-2

9AM - 10:25AM **WORKSHOPS**

5 Legal Hot Spots (Ballroom A)

What's Up with the EPG? (Ballroom B)

Stretching Your Dollar (Ballroom D)

DIY Video Archiving (Capital 1-2)

10:35AM - 12PM **WORKSHOPS**

Successful Cable License Renewal (Ballroom A)

DIY, Maker Spaces & Community Media (Ballroom B)

LPFM & PEG Station Start-ups (Ballroom D)

Keeping the Main Thing, The Main Thing (Capital 1-2)

12:10PM - 1:45PM **KEYNOTE LUNCHEON** (Ballroom)

2PM - 3:25PM **WORKSHOPS**

The Non-Profit Narrative (Ballroom A)

Building Out a Production Vehicle (Ballroom B)

Community News & Journalism (Ballroom D)

Connecting Community Through Youth (Capital 1-2)

3:35PM - 5PM **WORKSHOPS**

Understanding the Funding Ecosystem (Ballroom A)

Filmmaking Tip, New Apps & Tools (Ballroom B)

Intro Into Mobile Storytelling (Ballroom D)

Ask A Lawyer/Consultant (Capital 1-2)

Saturday, November 21

12:30PM **VIDEO FESTIVAL**, Mark Twain House & Museum 351 Farmington Avenue, Hartford, CT 06105

Friday Luncheon Keynote Speaker

Martha Fuentes-Bautista

mfuentes@comm.umass.edu

Senior Lecturer, Director of Engaged Research & Learning
UMass Amherst

Martha is Assistant Research Professor and Director of Engaged Research and Learning in the Department of Communication, and the Center for Public Policy at the University of Massachusetts, Amherst. Her research focuses on digital media and social inequalities, and the role of media activist networks, community media, and media reform movements in shaping media democracy and social inclusion in the U.S. and Latin America. Her current research explores the impacts of digital community media on local governance and citizen participation. She is also co-founder and co-facilitator of the Western Mass Media Justice Network, a network of community and independent media practitioners, educators, and activists concerned with media access, policy advocacy and strategic uses of media to advance inclusion and social change in the Pioneer Valley and beyond.



Thursday Roundtables

10:30AM - 12PM

Capital 2

Working With Your Local or Regional Emergency Planning

Making partnerships between community media centers and emergency response units is critical and helpful for the community at large. When something hits the fan, you don't want to make the partnership at that point. It is about creating and sustaining that partnership early on, in advance, and when that time comes you are part of the checklist. In MA, there is an emergency response unit, and there are opportunities to work together.

Presenter: Jim Palmer, Production Manager, PAT Peabody

1:30PM - 3PM

Capital 2

Transitioning Management: Moving and Combining the ED Channel Within Your Organization

Eric Dresser of Hingham Media leads a session on working effectively with the E portion of your PEG for your community. What works? What does not?

Presenter: Eric Dresser, Executive Director, Hingham Media

4PM - 5:30PM

Capital 2

Advertising vs. Sponsorship: A Discussion with the National Federation of Community Broadcasters

Raising more revenue is a key component to surviving and growing our organizations. The National Federation of Community Broadcasters shares information about how non-profits should approach this potentially sticky topic.

Presenter: Ernesto Aguilar, Board Member, The National Federation of Community Broadcasters

10:30AM - 5PM

Capital 3

MakerSpace & Youth Film Screening Room

Sample artifacts from a Maker Faire held last month: a nixie clock, a small 512-LED animated cube, a 4-foot Jacob's Ladder and various electronic projects--all courtesy of MakerSpaceCT. A stop motion animation table, some e-textiles, and other items from YOUmedia, Hartford Public Library. A continuous video loop of entries to the Reel Youth Hartford Film Festival.

MakerSpace Room / Film Screening Room will also be open on Friday from 9am-4:30pm

Friday Workshops

9AM - 10:25AM

Management - Ballroom A

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.

Moderator: Debra Rogers, CEO, Falmouth Community Television

Panelists: Lauren Brenner, President, HR Services Division HCR Group/Telamon, Insurance & Financial Network

9AM - 10:25AM

Technology & New Media - Ballroom B

What's up with the EPG?

The Electronic Program Guide – we all want to be on it. Talk the tech stuff, how to submit, what are people looking for, the cable companies don't get it, the marketing people understand better..

*Panelists: Mike Wassenaar, Pres., Alliance for Community Media
Tony Campos, Executive Director, Central Vermont TV*

9AM - 10:25AM

Creative Outreach - Ballroom D

Stretching Your Dollar, Your Mission & Not Your People: Thinking Outside the Box - Collaborations, Social Media & Creative Outreach Ideas

Status quo methods of digital outreach often result in status quo audience growth results. Engaging a new and different audience requires innovative tactics, taking chances, and having some fun. From upgrading your studio, to cross promoting content through collaborations, to using social media posting and sharing options, organizations are consistently extending their reach. Many organizations have already begun enacting effective methods of creative outreach, especially in an effort to reach younger generations. In this workshop you will get a few great examples of those who have found success in reaching a diverse audience in our modern digital world.

Moderator: Erica Jones of SCATV Somerville

*Panelists: Cor Trowbridge, Exec. Dir., Brattleboro Community TV
Roland Boyden, Prod. Mgr., Brattleboro Community TV
Robert Dokes, Studio Associate, BevCam
Michelle Alimoradi, Tightrope Media*

9AM - 10:25AM

Best Practices - Capital 1 & 2

DIY Video Archiving with the Internet Archive

How can media makers and access centers create a "Do it Yourself" video archive? This workshop will introduce the Internet Archive and the Community Media Archive as an example archive that's grown to 45,000 videos contributed from 54 access centers and media makers from 17 state 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.

Case studies will be presented by Amherst Media and DoubleACS so that attendees can hear from their ACM-NE

peers about how these centers built their archives and learn how archiving affects your both your policies and practices. You'll emerge from this session with an "I can do that!" attitude towards archiving your community's or organization's cultural history.

*Panelists: John Hauser, Access Humboldt, Internet Archive
Kayla Creamer, Amherst Media
James Jones, Attleboro Access Cable System.*

10:35AM - 12PM

Management - Ballroom A

License Renewals, Transfers and Other Regulatory Opportunities for Your PEGs

The panel will explain the requirements and tasks of a good license renewal process and other important cable regulatory proceedings, including license transfer law and process, state governance frameworks, license compliance and needs ascertainment, all of which impact most access centers. The expert panelists will also provide updates on new FCC rules and orders on cable license renewals and initial licensing, including new FCC rules requiring proportional allocation of incumbent licensee and Verizon license obligations; new FCC rule makings on Internet Protocol video streaming that might exempt cable Internet platforms from cable franchise fees and cable regulation; and updates on new bills that impact other cable matters of interest to PEG centers. The panel will outline strategies and tasks for effective renewals, including ascertainment of PEG Access needs, budgets, supplemental revenue alternatives, new generation fiber and IP I-Net options, the status of High Definition PEG delivery in license renewals, interconnection of PEG channels to Verizon and competitive providers; and discussion of and updates on many important cable issues.

*Panelists: Mike Wassenaar, President, ACM
James Horwood, Esq., Spiegel & McDairmid
Bill August, Esq., Epstein & August. LLP
Sue Buske, President, The Buske Group*

10:35AM - 12PM

Technology & New Media - Ballroom B

DIY, Maker Spaces & Community Media: Where is the intersection & how to collaborate?

Community media centers and maker spaces 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.

Moderator: Steven Brewer, President of Amherst Media's Board of Directors

*Panelists: Bryan Patton, Dir, UMASS Amherst MakerSpaceCT
Christine Olson, Amherst Media*

10:35AM - 12PM

Creative Outreach - Ballroom D

A Panel On LPFM & PEG Station Start Ups

How do you get going? What do you need to create and run an organization effectively? What should you avoid?

*Moderator: Llu Mulvaney-Stanak, VCAM
Panelists: Mike Putnam, NBCTV-TV/WMCB-LP
Peter Fascino, Franklin TV/WFPR-LP.*

10:35AM - 12PM

Best Practices - Capital 1 & 2

Keeping the Main Thing the Main Thing

Seminar on how leadership style and focus on mission, vision and values is critical for inspiring an organization in making a difference.

Presenter: Robb Zarges, SCATV Interim ED & Organizational Consultant

2PM - 3:25PM

Management - Ballroom A

The Non-Profit Narrative: How Telling Stories Can Make a Big Impact

The Non-Profit Narrative is designed to help non-profits apply storytelling principles to their day-to-day operations and communications for maximum impact. Storytelling can be a powerful tool to inspire and encourage action. To celebrate their 90th anniversary, The Hartford Foundation for Public Giving and WNPR collaborated on a community-wide storytelling project called "Words to Give By," (<http://wordstogiveby.org>) to shine a light on everyday generosity. Hear more about the impact of this project and learn ways to work on similar projects at your media center.

*Moderator: Erica Jones, Somerville Community Access TV
Panelists: Nancy Benben, Hartford Foundation for Public Giving
Nancy Bauer, WNPR, Connecticut Public Broadcasting*

2PM - 3:25PM

Technology & New Media - Ballroom B

Building out a Production Vehicle

Thinking of purchasing and building out a mobile production vehicle?

Learn the ins and outs from two Executive Directors who built out vehicles over the last year, as well as two production vehicle designers/outfitters:

Moderator Presenter: Debra Rogers, CEO, Falmouth Community Television

*Panelists: Russ Hannagan, Executive Dir. East Bridgewater TV
Peter Bergstrom, Comms Mobile Solution
Robert Haigh, Access AV*

2PM - 3:25PM

Creative Outreach - Ballroom D

Community News & Journalism Discussion

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 panel 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.

Moderator: Kim Miot, News Director, Plymouth Community Access Television

*Panelists: Sheila Navarro, Senior News Producer "The Local Live" Larchmont Mamaroneck Community Television
Ian Bauer, News Director, Paradise City News
Heather Aveson, SCATV's Somerville Neighborhood News*

2PM - 3:25PM

Best Practices - Capital 1 & 2

Connecting Community through Youth Engagement

In this workshop, panelists will explore ways to engage local youth through media education, production, and advocacy. What are organizations doing to engage youth in their neighborhoods to learn about their local community and develop projects on community issues they wanted to see positively change in their neighborhood.

Moderator: Laura Deustche, PhillyCam

Panelists: Tricia George, Hartford Public Library & YOUMedia of Hartford

Jacob Aparicio, Youth Reel Hartford

3:35PM - 5PM

Management - Ballroom A

Understanding the Funding Ecosystem: What You Should Know Before You Start Fundraising & Applying For Grants

This workshop reviews basic information that non-profits need as they begin to research and apply for grants. The session will provide an overview of arts funding sources, frequently used terms in fundraising, what happens once your application is submitted, and processes to follow and understand from the initial inquiry through receipt of a grant. The goal of this session is to prepare artists to better navigate the range of funding resources available in the field.

Presenter: Fundraising "guru" Ellen Gugel, MBA, GPC, Principal at Grants & more

3:35PM - 5PM

Technology & New Media - Ballroom B

Filmmaking Tips, Innovative New Apps and Design Tools

Innovative tips, designs & tools for your organization, members and even yourself! What have you already got that you don't even know you have? What should you look into adding to your arsenal? This is an open-discussion session where you will learn clever new tools for creating high quality graphic design within minutes, more efficient email management and simple social media automation tools! Join them and find out more. They would love to hear what you have found!

Panelists: Erica Jones, Somerville Community Access Television

Lori Belché, Somerset Access TV

Peter Gargaro, Billerica Access Television

John Hauser, Access Humboldt / Internet Archive

3:35PM - 5PM

Creative Outreach - Ballroom D

Introduction to Mobile Storytelling: Using a Mobile Device for Shooting Engaging Videos for Web & TV

You already have all the gear you need to create your own video or documentary in your pocket! In this hands-on workshop, you will learn the foundations of real-world storytelling using your

smartphone to craft an insightful film and minimal gear to gain maximum access. Conclusion of the workshop, you will have a peer-reviewed video ready for sharing online or on TV and take away some hand tips for incorporating into your own curriculum!

Presenter: Jonathan Barbato, Arlington Community Media

3:35PM - 5PM

Best Practices - Capital 1 & 2

Open Dialogue: Ask a Lawyer/Consultant about your PEG Media Concerns

An open forum where you can ask any PEG Access or cable-related legal or governance question, or just listen in on the answers and group discussion. Community media operations face a host of significant legal issues, including but not limited to franchising-related issues, proper 501c3 governance, nonprofit law, municipal law and accounting issues; copyright, campaign speech and lobbying content, controversial content, collaboration and partnerships, liability insurance and political and policy matters. Bring your questions to this workshop where James Horwood, Esq. (Spiegel & McDiarmid and counsel to Alliance for Community Media), Bill August, Esq. (Epstein & August, LLP and former General Counsel to the Massachusetts Cable Television Commission) and Sue Buske, the Buske Group, a leading consultant will respond diligently to your questions.

Panelists: James Horwood, Esq. Spiegel & McDiarmid

Bill August, Esq., Epstein & August, LLP

Sue Buske, President, The Buske Group



ChyTV offers Video signage solutions in SD, HD, SDI and IPTV for all types of environments. From the palm of your hand 6 oz. ChyTV HD-mini to the full blown 3 RU rack mount chassis ChyTV HD-BB with everything else in between. We have your video and digital signage display solutions with a corresponding budget in mind!

By ...

www.ChyTV.com

DIGIT

Do it **ALL** in **HD** with **TEL VUE**®

SIGNAGE



TelVue® InfoVue™
for Multi-Zone
HD Digital Signage

BROADCAST



TelVue® HyperCaster™
Channel-in-a-Box
HD Broadcast System

STREAMING



Cloud-based
Video Management
& Streaming

Customize a TelVue Broadcast System to fit your needs.

Contact sales@telvue.com or call 800-885-8886 for a personal consultation. Leasing options available. Ask about our non-profit discounts.

Live & Local



LiveShot™ Hub
USB Expander
Free with every
LiveShot Portable!

LIVESHOT



LIVE WIRELESS NEWSGATHERING

LiveShot™ - A compact, camera mountable device for streaming two-way HD video and audio between field and studio using the public Internet. Complete with IFB and intercom/cue channel.

Specially designed to perform on challenging networks. It's the next generation of video uplink solution for live remote ENG.

www.comrex.com
info@comrex.com
1 800 237 1776
1 978 784 1776



COMREX
BROADCAST RELIABLE

Come visit us at Booth #4

Demand More.

BARBIZON
LIGHTING COMPANY

www.barbizon.com

- ▼ Products
- ▼ Ideas
- ▼ Resources
- ▼ Solutions
- ▼ Possibilities

Equipment, Expendables, Systems, and Rigging
For Broadcast and Film/Video Lighting Since 1947.

800-935-3920 | blonesales@barbizon.com

Atlanta • Boston • Charlotte • Chicago • Dallas • Denver • Miami • New York
Orlando • Phoenix • Washington D.C. • Australia • India • United Kingdom

Desisti Lighting manufactures the widest range of energy efficient lighting products for the broadcast and video industry:

- LED Fresnels in 60, 120 and 165 watt sizes that are direct replacements for 650, 1000, and 2000 watt tungsten
- Available in Tungsten or Daylight Color Temperatures
- High CRI and flicker free operation
- LED Softlights for fill lighting
- Color changing Cyc Lights and Wash Lights
- LED Elipsoidals in 4 different versions
- Available in the New England Area Exclusively Through Barbizon

DeSisti®



Energy Efficient LED & Fluorescent Lighting and Rigging for Broadcast and Film

DeSisti USA

1011 Route 22 East - Unit D

Mountainside, NJ 07092

908-317-0020 tel

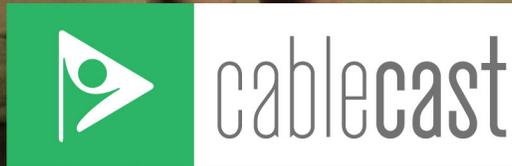
908-317-0021 fax

frank_kosuda@desistiusa.com

www.desistilighting.com



LED Lighting, Green Energy



D I G I T A L B R O A D C A S T

TAKES CARE OF YOUR HEAVY LIFTING SO YOU CAN FOCUS ON THE SHOW

Tightrope Media Systems is proud to sponsor the 2015
Alliance for Community Media Northeast Regional Conference

tightrope media systems 

Contact us for a demo sales@trms.com | www.trms.com