

**THE ALLIANCE FOR COMMUNITY MEDIA  
NORTHEAST REGION  
PRESENTS**

**ENVISION** ▶▶▶  
**THE FUTURE** III

*Providence, Rhode Island*

**MARCH 30 - APRIL 1 2022**

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## Helen Chantel

President  
ACM Northeast Region

Dear ACM-NE members,

I want to take a moment and just breathe! I am so excited that you can join us in person for the first time in 2.5yrs. For a while there it didn't seem like this day would ever get here, but here we are. We are sitting here, not at the summit of a mountain looking down, but at a crossroads, many of our stations are struggling to survive, many are finding new ways to do what we have always done and engage the community in new and meaningful ways. No matter where you are right now, we are all on a path to envisioning our new normal and whatever does that mean? So, thank you for coming to spend a day or two with us and learn, share, and explore the paths in front of us.

*Helen Chantel*

ACM-NE President



## **Jim Palmer**

**Vice-President**

**ACM Northeast  
Region**

Welcome to Providence! It's great to see so many new and familiar faces as we convene for our first in-person conference in nearly 3-years. From the pandemic to changes in funding, the last few years have no doubt been challenging to many and you have all risen up to meet these challenges head-on and without hesitation. The technology landscape has been continuously changing and evolving over the past few years, and the importance and value of the services we provide to each of our communities cannot be understated. Our state organizations continue to provide much needed resources to community media organizations large and small on the local level. Everyone's dedication and passion to our industry has not gone unnoticed, and you should all be proud of your work. So as we gather over the next few days, please take this as an opportunity to connect with others to share both your successful stories and lessons learned. I hope you enjoy the conference and leave with information that both engages and inspires you as we continue to "Envision the Future" of Community Media!

Jim Palmer  
2021-2022 ACM-NE Vice President



**Rob Chapman**  
**Conference**  
**Committee Chair**  
**ACM Northeast**

What a long strange ride this conference has been. Funny how a global pandemic can mess with your plans for an inperson conference. Through many tough decisions and a couple of postponements, we are getting together again and that makes the effort all worth it. We are so glad you are here. As my first opportunity to chair a conference committee, I cannot overexpress my appreciation and admiration for the folks who put the time to make this all happen. We would not be here without the hard work of the committee and the ACM Northeast Board of Directors and the support of the vendors at the trade show. We want to thank you for taking the time to attend. We hope you learn something that benefits your work, come across some new technology, meet a new friend, enjoy the food and get a taste of the great city of Providence. Welcome and let's get to it.

**Kathy Bisbee**  
**Conference**  
**Programming**  
**ACM Northeast**



It's been a very long time since we've convened in person, and we are so glad to welcome you to the first ACM NE conference in two+ years! After transitioning through a period of uncertainty and disruption, much has changed in our world, our communities, our media centers and in our lives. How might we come together this week with intention- to share our experiences, our strength, and our hope for the future of community media? Our full conference schedule provides lots of space for conversations, socializing and time to emerge from our Covid cocoons and re-connect, with inspired speakers and rountables. A huge thank you and gratitude for our amazing conference program committee of Helen Chatel, co-chair, Alison Rose, Barbara Chisolm, Bernardo Moronta, Owen Provencher and Eric Dresser. They have worked hard to ensure that our panelists, facilitators and attendees would have high engagement, sharing the wisdom and knowledge in the room, and providing some hands-on outcomes and participation at every session! Thank you to all of the facilitators and presenters for sharing your expertise and being willing to give of your time. I thank the entire ACM NE board for the opportunity to have served and supported this effort and the region. Looking forward to catching up with all of you!

## 2022 ACM-NE BOARD OF DIRECTORS

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## *Providence, Rhode Island*

Rhode Island is 400 miles of New England coastline, dripping with beaches and fresh-from-the-ocean seafood. It's also public art, swanky mansions, charming villages, and flaming rivers. It's local farms, local brews, winding trails, and walkable cities. It's artistic, rebellious and historic and modern, welcoming, and diverse.



## 2022 ACM-NE Keynote Presenter **DANA HEALY**



Dana has been entrenched in community media for over 23 years. She has held a series of increasingly senior roles, from her start as a meeting operator as a teenager to her most recent position as Executive Director of a multi-municipality consortium. She developed her leadership and revenue generation skills during her 10-year tenure at Danvers Community Access Television in Massachusetts. She then took the helm of CTV North Suburbs in Minnesota in 2018, re-inventing the brand and revenue generation model for what is now known as NineNorth. A respected speaker at government and community media conferences, she has previously shared insights as a guest contributor to Cablecast's PEG Experts blog.

### **Future of PEG: How Can We Shift our Mindset from “Give it Away” to “Ask our Value”**

**THURSDAY MARCH 31, 9:30am**

While Dana Healy is the new VP of Cablecast at Tightrope Media Systems, and a 20 year veteran of PEG, her insights around earned income and asking for your value have remained consistent. For years the PEG industry has delivered free services. Now with the threat of funding looming, how can we shift from “free” to “paid our value”. This talk isn't about the latest earned income strategies, it revolves around shifting mentality from a give-it-away mindset to an ask-our-value mindset.

# ENVISION▶▶

## THE FUTURE III

### 2022 ACM-NE Special Awards

Each year, the Alliance for Community Media-Northeast Region asks its members to nominate the producers, staff and colleagues who are deserving of special recognition.

#### Chuck Sherwood Leadership Award

#### Susan Huizenga from Wallingford Public Access



**Susan Huizenga**

As the volunteer Executive Director of WPAA-TV and Community Media Center for the past decade, my retiree life has been consumed by whatever walks in the door. And with each daily encounter, two lives change in unexpected ways. How did I end up here? Through elaborate happenstance. While President of the New Haven League of Women Voters in 1986, I became an incorporator of the first nonprofit PEG station in CT, Citizens Television. My preoccupation with the Community TV movement provided many opportunities to serve as a leader in the public interest: President Totoket TV (1988-1993), Chair So. Central CT Advisory Council (2000-2010), and CT Statewide Advisory Councils Member (2008-10). On occasion this work led me in unexplored directions, inspiring me to craft my own stories as a video producer under the name Adele Houston. While chatting at an ACM conference in 2008, Chuck Sherwood playfully dubbed me the 'Citizen Media Maven'. My memoir Citizen Media Maven – The Life is nearly complete. This honor from ACM No.East will become a new chapter, as life allows.



# Rika Welsh Community Impact Award

## “The Conversation” from Falmouth Community TV



**Debra  
Rogers**



**Allen  
Russell**



**The Rev. Will  
Mebane, Jr.**



**Onjalé  
Scott Price**

In an ongoing effort to foster dialogue and educate our community on racial justice issues, Falmouth Community Television (FCTV) created a series program entitled - THE Conversation.

THE Conversation is co-hosted and co-produced by Onjalé Scott Price, COO of Mizar Imaging and Co-Chair of the Woods Hole Diversity Advisory Committee and The Rev. Will Mebane, rector of St. Barnabas's Church. The program is also co-produced by Debra Rogers, CEO of Falmouth Community Television (FCTV) and Allen Russell, FCTV Production and Education Coordinator. This monthly show, created in 2020, offers a timely dialogue and open discussion on race as a means of educating and informing the community of Falmouth (and beyond) on how racism and bias impact people of color in their daily lives. The show exists, and is successful in, fostering awareness in order to create lasting and meaningful change. THE Conversation has served as a true catalyst. Program discussions and the introductions of people who have never before met have resulted in new partnerships and collaborations, raised the profile of black and indigenous owned businesses and most recently played a significant role in the decision of co-host Onjalé Scott Price to run for elected office to the Falmouth Select Board where she now serves as the only person of color on that executive branch of our town government.

This program guides anti-bias education, forms meaningful partnerships, changes how institutions, government, education, healthcare, business, and faith community work, look and interact.

# Rika Welsh Community Impact Award

## “Yes We Can —In the Know about Disability” From Methuen Community Studios



**Deb Blood and Jim Beagan**

As members of the city’s Commission on Disabilities, Deb Blood and Jim Beagan came to Methuen Community TV studio to produce a show where they could explore a wide range of topics affecting people with disabilities, their families and caregivers. Their show, “Yes We Can - In the Know About Disability”, was designed to make information accessible for people who mostly watch TV and those who look up information online. After they learned about producing and hosting their own show, they met other community members who became their most loyal crew. Since 2017, they have tackled the Affordable Care Act, parking laws, family as caregivers, dating and relationships, travel with disabilities, mental health, and dealing with the pandemic. Jim will often make slides to augment their content and promote free resources online for viewers. They also did a comprehensive program during the US Census to promote participation from all members of our community. This topic was very important to them and they doggedly pursued officials at the Census Bureau until they were able to book one to come to the studio. Deb and Jim have shared some very personal things on this program and truly believe that they are making a difference by doing it. Each has chronic conditions that affect their own lives every day. They have actively promoted the air schedule and On Demand postings of “Yes We Can” and plan to jump on new topics in 2022.

As Jim says during every show, “We are doing the show in the hopes of showing you how to live your best life.”

## Brian Wilson Mentor Award

### Richard Degen from Acton TV

This award recognizes an individual who has served as an inspiration and mentor to others in PEG media. The relationship between a student and a teacher is one that can have a profound, lifelong influence on both. This mentoring relationship gives confidence to the student while providing the teacher with a valued colleague.



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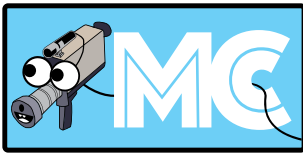
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Wednesday, March 30, 2022	
3pm – 5:30pm 5-7pm	<b>Check-in and Registration Welcome Reception</b>
10am-5:30pm	<b>Exhibitor Set-Up</b>

Thursday, March 31, 2022				
8am – 5pm	<b>Check-in and Registration; Technology Exhibits</b> featuring Technology/Equipment Vendors			
8 – 9:30 am	<b>Continental Breakfast</b>			
9:15 am-9:45	Welcome with ACM NE Board Chair, Helen Chatel; ACM NE Board members- Rob Chapman, Conference Chair and Kathy Bisbee, Conference Program Co-Chair, and ACM Staff Shelby Couch			
9:45–10:15 am	<b>OPENING Keynote : Dana Healy, VP of Cablecast</b> <i>Adapting to New Normals: How Can We Shift our Mindset from "Give it Away" to "Ask our Value"</i>			
Roundtable Tracks:	<b>Track #1 Leadership</b> Hadyn	<b>Track #2 Productions</b> Beethoven	<b>Track #3 Storytelling &amp; Engagement</b> Mozart	<b>Track #4 Vendor Expertise &amp; Demos</b>  Handel
10:30 am – Noon (Round 1)	<i>Inspired Fundraising for Staff and Boards</i> <b>Facilitators:</b> Audrey Duncan, Carol Courville & Eric Hyett	<i>New Production Techniques</i> <b>Facilitators:</b> Owen Provencher, Jason Daniels	<i>Improving Our Own Storytelling: Community Media Campaigns</i> <b>Facilitators:</b> Kathy Bisbee, Maritza Grooms, Teresa Martin	Vendor Demo A:  TelVue Showcase-Live Captioning, Paywall Monetization, Apps, Automation Rules
12:15 – 1:30 pm	<b>Lunch: Sit at themed or non themed tables to network and share experiences. Vendor showcase begins at 1pm</b>			
1:45 – 3pm (Round 2)	<i>The New Normals: Leadership Lessons Learned</i> <b>Facilitators:</b> Michael Max & Jessica Symser, Rob Chapman	<i>Productions: Drones, Gimbals &amp; Cool New Tech</i> <b>Facilitator:</b> Dave Newland	Hybrid Panel with ACM West & NE <i>Online Community Engagement: New Tools and Tactics (i.e Discord, Twitch, TikTok, etc.)</i> <b>Moderator:</b> Emily Parent <b>Contributors:</b> Kat Curtis, Shelley Wolf, Al Williams, Kerl Stokstad	Vendor Demo B:  Municipal Captioning SECRET CookIE Party. SHH!!!
3:15– 5 pm (Round 3)	<i>Earned Income: Opportunities &amp; Challenges</i> <b>Facilitator:</b> Dana Healy and Kathy Bisbee	<i>Hybrid Platforms &amp; Closed Captioning Tools</i> <b>Facilitators:</b> Rob Gelber, Eric Sack, Jim Palmer	<i>Fostering Creative Partnerships in Community Media</i> <b>Facilitators:</b> Alison Rose, Joe White, Glenn Williams	Vendor Demo C:  CASTUS: Connect and Engage with Community Utilizing the Latest 'Tech and Trends'
5 – 6pm	<b>BREAK</b>			
6 – 8pm	<b>Special Awards Dinner &amp; Networking</b>			
8:30pm	After Hours: Socializing			

SCHEDULE SUBJECT TO CHANGE WITHOUT NOTICE

Friday, April 1, 2022	
8am -1pm	<b>Check-in and Registration</b>
8-9 am	<b>Continental Breakfast</b>
8am -4pm	<b>Technology Exhibits featuring Technology/Equipment Vendors)</b>

<b>Track #1 Leadership</b>	<b>Track #2 Productions</b>	<b>Track #3 Storytelling &amp; Engagement</b>	<b>Track #4 Vendor Expertise &amp; Demos</b>
Hadyn	Beethoven	Mozart	Handel

9-10:15am	<i>Effective Strategies for Attracting State Support for Community Media: a Roundtable with Statewide Organizational Leaders</i> <b>Moderator:</b> Lauren-Glenn Davitian <b>Contributors:</b> Helen Chatel, David Gauthier (MA), Pua Ford (CT), Mo Amaral (ME), Tony Arrien (NY), Owen Provencher (NH)	<i>Productions on On a ShoeString Budget:</i> <b>Moderators:</b> Alex Lamarche <b>(hands-on session)</b>	<i>Increasing Our Engagement &amp; Amplifying New Voices through Programs, Partnerships &amp; Outreach</i> <b>Moderator:</b> Al Williams <b>Contributors:</b> Johann Rashi Vega, Adena Walker, Vivian Birchall	Vendor Demo D: Cablecast Community Media Cablecast: Closed Captioning to All-In-One Servers
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10:30 am – Noon	<i>Diversity, Equity &amp; Inclusion: Building Diverse Boards &amp; A More Welcoming Culture</i> <b>Moderator:</b> Glenn Williams <b>Contributors:</b> Audrey Duncan, Bonnie Bastien	<i>Advanced Animation Trainer: Allen Russell</i> <b>(hands-on session)</b>	<i>New News: The Many (powerful) Platforms of Community Journalism</i> <b>Moderator:</b> Alison Rose <b>Contributors:</b> Natalia Muñoz the News Director from Holyoke Media, Levi Armstrong, Northampton High, Senior News Editor	Vendor Demo E: Comrex- Taking Live Calls in the Studio!
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12:15– 1:30 pm	<b>Lunch Panel</b> <b>How Do We Develop Broader Support for the Essential Services of Community Media?</b> <b>Moderator:</b> Lauren-Glenn Davitian, MA, Center for Media & Democracy; <b>Panelists:</b> State Rep Tommy Vitolo; Tony Riddle, BRIC ARTS; and Amy Shollenberger, Action Circles, Montpelier VT			
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1:45 – 3pm	<i>Anatomy of Policy Campaign: Building Advocacy in Community Media</i> <b>Moderator:</b> Lauren Glenn Davitian <b>Contributors:</b> Helen Chatel, Tommy Vitolo, Glenn Williams, Amy Shollenberger	<i>Animation &amp; Advanced Editing Part 2</i> <b>(hands-on session)</b> <b>Trainer:</b> Allen Russell	<b>1:30pm ACM West/NE Collaboration</b> <b>ARPA &amp; Broadband Funding</b> <b>Moderator:</b> Mike Wassenaar <b>Contributors:</b> Kathy Bisbee, Melissa Toren	<i>Partnering with Youth &amp; Education Organizations</i> <b>Moderator:</b> Ann Theis <b>Contributors:</b> Wes Kaplan, Brainwave; Nola Busanky, Northampton High Senior News Producer; Sarah Fowler, Steps to Success
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3:15– 5pm	<i>Leading Through Change: Creating sustainable teams, organizations, and donors in a time of adaptation</i> <b>Moderator:</b> Amy Browning Emmert <b>Contributors:</b> Michael Max, Jessica Smyser	<i>Level Up Your Production Value with Graphics</i> <b>Moderator:</b> Jeromie Whalen <b>Contributors:</b> Shiloh Hammerlund, Northampton High Senior News Producer, Owen Provencher	<i>Case Studies in Live Streaming</i> <b>Moderator:</b> Rob Gelber <b>Contributors:</b> Jim Palmer, Eric Sack	
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5pm-7pm	<b>Special Raffle &amp; Social Event</b>
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(Updated 3.18.22 Note: This schedule is subject to change)

# WORKSHOPS

THURSDAY MARCH 31, 2022

## Inspired Fundraising for Staff and Boards

10:30am - 12pm *Hayden Room*

Facilitators: Audrey Duncan, Carol Courville & Eric Hyett

As our traditional funding declines, community media centers must learn how to fundraise and identify new donors. How might we engage our staff, board members and our communities in understanding the value of public access television? How might we message it more strategically, internally and externally? How do we create workflows and celebrations for staff and board members to do the work of fundraising and stay enthusiastic advocates as community media heroes?

## New Production Techniques

10:30am - 12pm *Beethoven Room*

Facilitators: Owen Provencher, Jason Daniels

Productions are emerging in new ways. From pre-production through distribution and from workflow to lessons learned - It's all up for discussion. What are the latest techniques and technologies you're most excited about? Have you found any "game-changers?" This will be a lightning round of ideas, tools, and tips. Come ready to learn and share!

## Improving Our Own Storytelling: Community Media Campaigns

10:30am - 12pm *Mozart Room*

Facilitators: Kathy Bisbee, Maritza Grooms, Teresa Martin

Community media professionals know how to train and tell the stories of nonprofits, individuals and our communities, but do we always do a good job of telling our own stories? This roundtable will frame the conversation around community media organizational storytelling in a time of massive societal disruption, increased community needs of public access and a decline in our funding model. How might we tell our stories in ways that leverage self-advocacy, diversify our funding, and re-ignite our purpose? How do we start the process of understanding what our story is, and how to involve stakeholders in that process? Join this session to share your stories, strategies and hear the process of internal and external storytelling at other community media centers.



# TelVue Showcase: Live Captioning, Paywall Monetization, Apps, Automation Rules & more!

*10:30am - 12pm Handel Room*

Showcasing the latest and greatest from TelVue including a peek into our broadcast products roadmap...all with the purpose of streamlining your workflow, saving you time, increasing your viewership & accessibility, and unlocking new sources of revenue. Bring questions, feedback, feature requests, and get a preview of the TelVue development roadmap. Great for existing users looking to get the most out of their TelVue systems, and prospects looking to upgrade. Demos will include:

- Version 2 SmartCaption engine for amazing Live captioning accuracy
- Live Captioning with simultaneous translation to Spanish, no additional hardware required
- Automatic social media streaming workflow rules
- Streaming Paywall for monetization & revenue generation
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- New, ultra-affordable & scalable HyperCaster AIO+ All-in-One models
- Integrated streaming & cable IP hand-off options

## Roundtable Discussions Round Two *1:30pm - 3pm*

### The New Normals: Leadership Lessons Learned Campaigns

*1:45pm - 3pm Hayden Room*

Facilitators: Michael Max & Jessica Smyser, Rob Chapman

This roundtable discussion will begin with a conversation with three community media leaders, each sharing how the past two years have changed how, why and what they do at their media centers. A facilitator will then create an interactive conversation about how others in the room share their connection and/or differences in their communities' experiences, strength and challenges throughout the many disruptions of the past two years.

# Productions: Drones, Gimbals & Cool New Tech

*1:45pm - 3pm Beethoven Room*

Moderator: Dave Newland

Facilitators: Ian Bauer

Drones & gimbals are just two examples of recently emerging technologies that have made their way into community media productions, bringing an exciting new look and increased professionalism to community media programming in recent years. In this roundtable discussion we'll take a deeper dive into these two tools and see what other new tech has come around over the last couple of years since we were last together. Join your peers in this exciting show-and-tell styled session.



**Streamed & In-person panel  
in collaboration with ACM West  
Online Community Engagement:  
New Tools and Tactics**

*1:45pm - 3pm Mozart Room*

Workshop Leader: Emily Parent, Mid-Pen Media Center, Palo Alto, CA.

Speakers: Kat Curtis, Senior Creative Producer, ATTN: TikTok for Good, Los Angeles, CA; Shelley Wolf, Executive Director of Media & Production Services, Philadelphia School District, Philadelphia, PA; Al Williams, Executive Director, Northampton Media, Northampton, MA; Keri Stokstad, Executive Director, Midpen Media, Palo Alto, CA.

In the wake of the pandemic, it's more important than ever to find new ways to build communities and engage audiences (especially youth) on the internet. But staying on top of new technology tools and trends can be challenging. TikTok, a video sharing app, has emerged as one of the fastest growing social media networks, reaching 1 billion users in 2021, 60% of whom are 16-24 years old. TikTok is transforming the definition of media, communication, and production in the evolving media-making landscape. In this workshop, you'll learn how Community Media Centers are using platforms such as TikTok, Discord, Facebook Groups, and others to keep in touch with their community, encourage discussions, build networks, and share information.

## **Municipal Captioning: SECRET Cookie Party. SHH!!!**

*1:45pm - 3pm Handel Room*

Captions & Cities go together like Chewy & Crispy. Come for the Cookies; Stay for the transparent info on Captioning options. TWO Dans, TWO Coasts, ONE zoom-periment, MORE THAN ENOUGH Cookies (we hope). Why Cookies? We launched a new website and our site has NO tracking and NO cookies, and so since our site doesn't use cookies, we want to give the cookies to you. Our new "Cookie Cards" let you draw your dream cookie, plus add 3 "cookie words" and we'll have an AI-generated poem made for you by our friends. Cookies, Captions, and a new website, what more could you ask for from a SECRET Party?

## **Roundtable Discussions Round Three**

*3:15pm - 5pm*

### **Earned Income: Opportunities & Challenges**

*3:15pm - 5pm Hayden Room*

Facilitator: Dana Healy, Kathy Bisbee

As community media cable funding declines, how might we diversify our income sources, build our staff and board capacity to fundraising and provide fee-based services, as we prepare the community for fees for what has been free for decades? Learn from two seasoned community media professionals who have implemented paid productions, fee-based government and nonprofit services, and looked for ways to generate income from program and mission-focused services. We'll share lessons learned, our success and our failures and ask you to do the same during this interactive best practices session.

## Hybrid Platforms & Closed Captioning Tools

*3:15pm - 5pm Beethoven Room*

Facilitators: Rob Gelber, Eric Sack, Jim Palmer

We know a return to in-person meetings doesn't mean a 'return to normal' for our organizations. Software-based workflows, once optional, are now required to support remote guests over Zoom and Google Meet. In addition, we now have the option to remotely control and support our productions (a critical need in this day and age). This session will discuss how to make your productions more accessible by utilizing network-based products and protocols like Broadcast Pix Commander, NDI, and DANTE.

## Fostering Creative Partnerships in Community Media

*3:15pm - 5pm Mozart Room*

Facilitators: Alison Rose, Joe White, Glenn Williams

Not only is community media an integral part of the way we communicate with our audiences, it is integral in fostering partnerships within that audience. School committee members, local business associations, community theater groups, PTA's, and Lions Clubs, VFW and any social group should all be considered in engaging a partnership with their local Community media stations. The round table will discuss ideas and give live examples of how those partnerships can be formed, created, cultivated, and sustained to the benefit of all parties.

Please Join Alison Rose (WACA-Ashland), Glenn Williams (BNN), and Joe White (Ashland Community Theater) as they have an interactive discussion on the benefits of partnering with community media.

## CASTUS: Connect and Engage with Community Utilizing the Latest 'Tech and Trends' Productions

*3:15pm - 5pm Handel Room*

Listen in as we have guest stations Weston Media and Milford TV talk about what technology they use and trends they've seen from a 35,000 foot level. Liz Harkins, Executive Director at Milford TV, along with Nathan Suher, Executive Director at Weston Media, will be joining the CASTUS crew to discuss not only how they've streamlined workflows but how these stations have consolidated staff hours utilizing the latest tech and trends to connect with their communities in this new era of broadcasting. Our panel will discuss challenges, success stories and address questions from the audience. We look forward to seeing you there.

# WORKSHOPS

FRIDAY APRIL 1, 2022

## Effective Strategies for Attracting State Support for Community Media: a Roundtable with Statewide Organizational Leaders

*9am - 10:15 Hayden Room*

Moderator: Lauren-Glenn Davitian, CCTV Center for Media + Democracy, Burlington VT

Presenters: David Gauthier, Winchester, MA, Mass Access

Pua Ford, Connecticut; Mo Amaral, Maine; Tony Arrien, New York; Owen Provencher, New Hampshire

Join leaders from around New England as we discuss legislation, policies and advocacy work that demonstrates regional and local similarities and differences as we navigate a more sustainable future for community media.

## On a ShoeString Budget: Hybrid, in-person & Remote Productions

*9am - 10:15am Beethoven Room*

Presenters: Alex Lamarche, Jim Palmer

Using OBS (Open Broadcast Software) and other tools to create quality productions while working within the constraints of a tight budget. Demonstrating how to start with OBS and progress to utilizing many of its features to enhance your broadcast productions.

## Increase Engagement & Amplify New Voices through Programming, Outreach & Social Media

*9am - 10:15am Mozart Room*

Moderator: Al Williams, Northampton Open Media

Presenters: Iohann Rashi Vega, Holyoke Media; Adena Walker, Brookline Interactive Group, Board Member; Vivian Birchall, Acton TV

From crowdsourced filmmaking projects to bilingual election coverage to children's programming to public affairs, the programs of community media amplify our community's underrepresented voices, engage makers in developing new content, and facilitate the telling of important stories. How might we increase engagement at our centers, attract new kinds of users and audiences, and amplify new voices?

Learn from community media center staff, board members and access members who have created new content, programs and interest in their work, expanding what, how and where local content is expressed on community television and via other platforms.

# Cablecast Community Media: Closed Captioning to All-in-One Servers

*9:15am - 10:15am Handel Room*

With the 7.4 update, cablecast customers can experience closed captioning services in an efficient, seamless manner. Learn about the closed captioning capabilities built into your cablecast unit, as well as the new VIO Omni All-in-one cable broadcast video server.

## Panel Discussions *10:30am - 12pm*

### Diversity, Equity & Inclusion: Building Diverse Boards & A More Welcoming Culture

*10:30am - 12pm Hayden Room*

Moderator: Glenn Williams

Presenters: Audrey Duncan, Bonnie Bastien

The discussion will center on if we, as community representatives, genuinely reflect the cultures to whom we are communicating. We will discuss the importance of a board that represents people on the other side of our productions, the folks at home. We will discuss how we recognize those people and, as necessary, how we correspond with them. As important as are the community services, freedom of speech, high school games of the week, education support, and the government meetings we provide, recognizing, understanding, and interconnecting with everyone at home is paramount.

### Advanced Animation: Stop Motion Animation

*10:30am - 12pm Beethoven Room*

Trainer: Allen Russell

In this seminar, attendees learn how to create stop-motion animation projects from beginning to end. The seminar will begin with a demonstration on how to create colorful characters and sets. depth conversations on Facebook, and how news shared on social media has become even more vital than the daily newspaper.

# New News: The Many (powerful) Platforms of Community Journalism

*10:30am - 12pm Mozart Room*

Moderator: Alison Rose, Speakers: Natalia Muñoz the News Director from Holyoke Media, Levi Armstrong and Nola Busansky, Northampton High, Senior News Editor for The Transcript.

From influential radio interviews to empowering bilingual podcasts to heated discussions on a TikTok video, the way we share and consume information has radically changed. These changes have prompted community media staff and members to think more outside of the box so as to shift how we share our community's stories on relevant platforms to new audiences. How do individuals experience news based on their own apps and tools? How have audio platforms evolved as source news and information? How do we parse through propaganda and fake news to reach audiences and stakeholders? Join us as we explore how a group of high school students are inspiring their peers with radio interviews, a bilingual podcast has sparked more in-depth conversations on Facebook, and how news shared on social media has become even more vital than the daily newspaper.

## Comrex- "Taking Live Calls in the Studio!"

*10:30am - 12pm Handel Room*

Does your host want to take a live call? Over the past couple of years there has been a greater demand than ever to bring communities together with the help of live contribution. Come see how Comrex solves that trouble with various hardware and software solutions, including a brand new service called Gagl.

Gagl focuses on the best high-quality audio that can be achieved to allow your contributors to sound as if they are in the studio. Up to 5 simultaneous calls can easily be conferenced into the studio using smartphones or computers. In addition, the Comrex VH2 and Opal are designed to manage studio calls whether through a standard telephone line or data connection.

**ACM NE Luncheon** *12:15 -1:30pm*

## **How Do We Gain Political Support for the Essential Services of Community Media?**

Moderator: Lauren Glenn-Davitian

Panelists: Tony Riddle, Bric Arts Media, Brooklyn NY

Rep. Tommy Vitolo, Brookline MA

Amy Shollenberger, Action Circes, Montpelier VT

As community media faces the rapid decline of cable revenue and doubts about our future, the time is actually ripe for us to change the narrative about the essential services we provide and pursue successful strategies that expands our legitimacy in the eyes of governments and funders--building on longstanding relationships and re-igniting the grassroots power that launched public access in the first place.

## **ACM NE-ACM West Panel Streamed Live: Tapping into ARPA and Other New Federal and State Funding**

*1:30pm - 3pm Mozart Room*

Over the past 16 months, a number of special funds were established to meet new challenges as a result of COVID and rapidly changing communications needs. Some PEG Access/Community Media Centers are in a position to tap into these funds to fulfill needs like closed captioning and emergency communications. This workshop will provide an overview of the American Rescue Plan Act (ARPA) funds and broadband and other communications funding programs. Learn about several PEGs/CMCs that received funding through these programs and how your community may be able to participate.

Workshop Leader and Speaker: Mike Wassenaar, ACM CEO/President.

Speakers: Kathy Bisbee, Executive Director, Brookline Interactive Group (BIG),

Brookline, MA; Melissa Toren, Executive Director, KCAT Public Media, Los Gatos, CA.





# Anatomy of Policy Campaign: Building Advocacy in Community Media

*1:45pm - 3pm Hayden Room*

Moderator: Lauren Glenn-Davitian

Panelists: Amy Shollenberger, Action Circes, Montpelier VT

Rep. Tommy Vitolo (D) - Brookline MA

Helen Chatel, Watertown, MA

Glenn Williams, BNN, Boston, MA

As community media centers diversify revenue streams and wean ourselves from cable franchise fees, we need a blueprint for obtaining new types of government support. Your advocacy success depends on a realistic plan supported by a clear message, grassroots organizing, strong relationships and a clear understanding of how government works. Join us for the ABC's of a successful campaign to change government policy and secure new funds for community media.

## Animation & Advanced Editing Part 2

*1:45pm - 3pm Beethoven Room*

Trainer: Allen Russell

Part 2: After our morning session, using these characters and sets, we will demonstrate how to properly light and animate a scene. Proper frame rate, materials, software options, and animation techniques will be covered along with how to adapt your own animation class to any age group.

## Partnering with Youth & Education Organizations

*1:45pm - 3pm Handel Room*

Moderator: Ann Theis

Presenters: Wes Kaplan, Brainwave Youth Development

Sarah Fowler, Education Director, Steps to Success

Nola Busanky, Northampton High Senior News Producer

Digital media literacy skills are essential for youth throughout their education, and access centers should be able to provide those resources and training in addition serving as a pathway for workforce development in the creative industries. But how best to connect with youth and fund those efforts? In this panel we will highlight experience and best practices from seasoned community media staff, a high school teacher, youth development and education staff, and students on how community media centers can best engage with young people and the organizations and schools that serve them.

# Leading Through Change: Creating Sustainable Teams, Organizations, and Donors in a Time of Adaptation

*3:15pm - 5pm Hayden Room*

Moderator: Amy Emmert

Presenters: Michael Max, Jessica Smyser

Over the past two years, we've experienced global insecurity and disruptions around health, economics, and our safety along with unassailable evidence of inequality of these impacts among our citizens. How have different kinds of organizations responded, adapted and grown during this time? This panel features three uniquely-positioned leaders from community media and health care sharing their in-the-trenches stories, successes and failures, and about leading during times of change.

## Level Up Your Production Value with Graphics

*3:15pm - 5pm Beethoven Room*

Moderator: Northampton Educator, Jeromie Whalen

Speakers: Shiloh Hammarlund, Northampton High School-Senior News Editor for The Transcript, Owen Provencher, and Rob Chapman

While some of the most seemingly difficult parts of a production to create, graphic packages and animations can be a fun and engaging way to elevate the quality of your videos. In this session we will share techniques and resources that make it easy and efficient to find, customize, and integrate graphics into virtually any workflow. An overview of branding standards will also be discussed and explored.

## Case Studies in Live Streaming

*3:15pm - 5pm Mozart Room*

Moderator: Rob Gelber

Contributors: Jim Palmer, Eric Sack

Over the past few years, live-stream events have quickly evolved from mobile devices behind steering wheels to fully-staffed control rooms. This is a busy space these days, making it an attractive revenue stream for community media centers. With any combination of Blackmagic equipment, bonded cellular transmitters and live encoders, it's possible to create a real professional look at a relatively low cost. During this discussion, we'll share some of the strategies currently in use by Fortune 500 companies and creative agencies....you'll be surprised how much of this equipment may already be at your disposal.

## MEET YOUR PRESENTERS



### **ADENA WALKER**

Creator and host of Deanie's Corner. She has B.A from Wagner College majoring in musical theatre and minoring in psychology. She has worked in both Massachusetts and New York, off Broadway and regional houses and well known concert venues. She also has worked in both states as an educator in both regular and special education grades pre k-12th, private, charter and public schools. While living in New York she taught in all 5 boroughs.



### **ALEX LaMARCHÉ**

Working in Granby, MA since 2017, Alex is currently serving as the Executive Director for Granby Community Access & Media, Inc., as well MassAccess Board of Directors. He is a 2020 graduate of Westfield State University where he earned his BA majoring in Communication and minoring in Political Science. He also took part in the Foundation of the ACM's Emerging Leader Institute in the Fall of 2021. Currently, he is continuing his education at Fitchburg State University earning his Master's in Business Administration. Alex enjoys hiking, cycling, cooking, photography, visiting breweries, and spending time with his fiance, dog and cat.



### **AMY BROWNING EMMERT MScPH**

Executive Director for Stem Cell Transplantation and Cellular Therapies External Affairs at Dana-Farber Cancer Institute, is presently responsible for business development leadership and continuing advancement of and equitable access to Dana-Farber's stem cell transplantation and cellular therapeutics programs.

# MEET YOUR PRESENTERS



## AUDREY DUNCAN

Audrey Duncan has been with Bronx-Net since the station began broadcasting in 1993. She was recently named BronxNet Director of Community Affairs, responsible for developing and implementing projects and activities that build and strengthen partnerships with Bronx organizations, residents and officials for the purpose of ensuring Bronx-Net's role in community development.



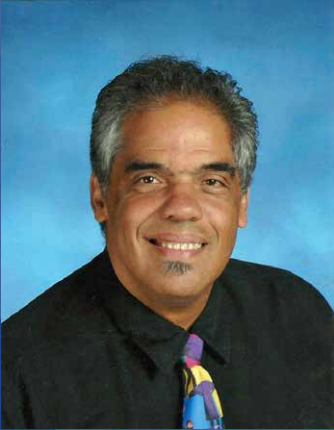
## CAROL COURVILLE

Carol Courville is the original and only Executive Director at Athol-Orange Community Television (AOTV) which started in 1995. She received her B.S from the Newhouse School of Communications at Syracuse University, Syracuse, NY. She worked for 10 years at Greater Media Cable, Worcester, MA. While she was there she honed her video production skills as a Production Assistant and Public Access Director. At AOTV, she has trained over 700 residents to create their own TV programs and in 2015 added the operation of a noncommercial radio station WVAO-LP, 105.9FM.



## ROB GELBER

Rob is a technical media consultant and live director, supporting in-person, remote, and hybrid livestreams for community media centers and Fortune 500 companies. Prior to his consulting, Rob built and managed the production facilities at AppTV (Appalachian State University), which received the recognition of '2020 - Best College / University TV channel' by the Intercollegiate Broadcast System.



## **GLENN WILLIAMS**

Glenn is a dedicated advocate of the arts in Boston and beyond. Committed to ensuring community participation in the sharing of information, the discovery of our common goals, and happiness. Glenn has been a long time community activist and volunteer for Roslindale Village Main Street. As General Manager of Boston's PEG Access stations, Glenn continues his mission by assuring every community voice has a place to be heard.



## **JIM PALMER**

Jim has been involved in community media since the late 90's where he started as a volunteer for then Peabody Cablevision through the high school's volunteer TV Club program. After receiving a degree in TV/Video Production from Emerson College in Boston, MA he went on to work for Danvers TV for nearly 8 years until accepting a position in his hometown in 2010. He is currently the Production Manager at Peabody TV in Peabody, MA. In his spare time, Jim is an active Amateur Radio operator and emergency communications volunteer, avid weather spotter and coordinator, and enjoys camping, hiking, and other outdoor events.



## **JOE WHITE**

Joe developed a strong passion for acting and theater while in college. After many years of working in the corporate sector and volunteering in his community, Joe decided to return to the original passion he found in theater and film. Joe has Partnered with Barbara Chisholm and WACA -TV to create a TV series "Behind the Curtain". BTC affords opportunities for artists to create original material and share their behind the scenes stories of their art. for more info search IMDb Joe White.

# MEET YOUR PRESENTERS



## ALISON ROSE

Alison became interested in video production at a very young age. She originally got involved in community media as a freelancer in 2013. After graduating from Boston University with a Master's in Fine Arts Degree, Alison took on a larger roll at WACA TV and, along with producing many television shows, has started an outdoor summer movie nights series as well as a local film festival. She has won numerous awards for both her community media production and personal projects.



## MARITZA GROOMS

Maritza Grooms directs the outreach, communication, and community building efforts at Cambridge Community Television. Recently named Associate Director of Community Relations, Maritza creates platforms and tools to empower people to use their voices, create media, and build community. A non-profit and Community Media pro, she pours her expertise in public speaking, dismantling oppressive systems and workshop facilitation into everything she does. Maritza is the Chair of the Cambridge Nonprofit Coalition's Membership & Governance Subcommittee and has served on the Board of Directors for the Cultural Organization of Lowell, Lowell Telemedia Center, and the Friends of the Pollard Memorial Library.



## NOLA BUSANSKY

A Junior at Northampton High School in Massachusetts, the Senior News Producer of Northampton High School's Student News Show.



## PETER ALBERT WILLIAMS

Peter Albert Williams works at the intersection of community, art, and technology as Executive Director of Northampton Open Media (NOM), a forward-seeking community media organization whose projects have included Crowdsourced Cinema, the Northampton Film Festival, the Northampton Awesome Foundation, the 7 Day Film Sprint, Minecraft Northampton, Cinema Northampton, Paradise City Press, a production grants program, building a regional distribution network for community media centers, and others. Al matriculated from university at Boston College where he earned a degree in philosophy with a concentration in writing and was a first-day dropout at Lewis and Clark Law School. He loves beets.



## IAN BAUER

A talented photographer and videographer from Northampton, Massachusetts, Ian works at the intersection of media, marketing and technology. Before joining BIG's team, Ian was a key staff person at Northampton Open Media for seven years.



## ANN THEIS

Community-based media has been an intrinsic part of Ann's life ever since she attended Antioch College to become a documentary filmmaker. Discovering the importance of community media under pioneers in the field, she learned that teaching people to express their own voice was more important than merely documenting them. Now at BIG, she is managing operations including staff and interns, educational programming for adults and youth, community outreach, grant-writing, and reporting. She is the 2019 recipient of the Dirk Koning - George Stoney Award for Humanistic Communication.

# MEET YOUR PRESENTERS



## KATHY BISBEE

A native of western Maine, Kathy works in solidarity with diverse communities to amplify their voices; managing programs and organizations rooted in participatory media and digital inclusion as a creative technologist, storyteller, and community organizer. Kathy received the 2019 'Nextant Legacy Prize' from the Virtual World Society, is a policy advisor to the CyberXR Coalition, and serves on the Northeast board of the Alliance for Community Media (ACM).



## ERIC HYETT

Eric Hyett is a Board Member and Fundraising Committee Chair at Brookline Interactive Group (BIG), where he hosts a TV show called "The Arc of Justice." Eric brings both an arts and business background to his role: after 20 years in global business development for Fortune 500 companies, he now works as a professional Japanese translator and business consultant. Born and raised in Brookline, Massachusetts, Eric currently holds the elected position of Town Meeting Member in Brookline's municipal government, and is passionate about BIG's role in keeping democracy transparent.



## TOMMY VITOLO

State Representative Tommy Vitolo represents the 15th Norfolk District in the Massachusetts House of Representatives from 2019 to present. Rep. Vitolo is an energy consultant, transportation advocate, and an enthusiastic member of Brookline Interactive Group (BIG). He is working locally and in the commonwealth to find ways to sustain the services of community media.





## **LAURA GLENN-DAVITIAN**

Lauren-Glenn Davitian is the Executive Director of CCTV Center for Media & Democracy in Burlington Vermont. She is recipient of the George Stoney Award for Humanistic Communications and serves on the Board of the Center for Digital Democracy.



## **PUA FORD**

Pua Ford is the Coordinator of Woodbridge CT Govt. Access Television. Pua hangs out with the Connecticut ACM, the Northeast region, and the CT League of Voters. Previously she was the Registrar of Voters in her community, and she believes strongly in the freedom of information,



## **ANTHONY ARRIEN**

Anthony Arrien has been the Chair of the Alliance for Community of New York since 2008, and has served continuously since that time as the NY State Representative on the Board of the Alliance for Community Media North East Region. He received the Chuck Sherwood Leadership Award in 2017 for his efforts in public policy. He is still working with various NY Community Media Centers to promote legislation in New York State that will create new revenue streams for Community Media other than historical cable franchise fees, but do not rely on the right of way. Since 2007 he has managed a government and an educational channel for the Town of Putnam Valley, New York as a civil service employee.

# MEET YOUR PRESENTERS



## ERIC SACK

Eric started his odyssey in community access after his tour in Americorps, enrolling in the MIS program at UMass Lowell and immediately started spending most of his spare time taking additional classes at LTC, Lowell's Community Access Center and produced several shows as a member. Eric is now the Director of Technology at Brookline Interactive Group and is charged with helping them navigate the challenges of continuing their mission through the rapidly changing environment of post-pandemic production protocols.



## LEVI ARMSTRONG

Levi Armstrong is a Junior at Northampton High School in Northampton, MA and host of The Word, a radio talk show on Valley Free Radio WXOJ 103.3. Armstrong is also the Associate Producer of The Transcript, NHS's award-winning student news broadcast.



## SHILOH HAMMARLUND

Shiloh Hammarlund is a senior at Northampton High School in Northampton, MA and Senior News Editor of The Transcript, NHS's award-winning student news broadcast.



## **VIVIAN KOBUSINGYE BIRCHALL**

Vivian Kobusingye Birchall is Production and Outreach Coordinator at Acton TV, where she also produces and hosts four shows: Africa2U, Wide Field, Acton in Focus and Health Care Blind Spots. A naturalized citizen from Uganda, she has worked to increase engagement and amplify new and diverse voices through roles in government and non-profit organizations in both Uganda and the US. Vivian is campaigning in the 2022 election for an open seat in the Massachusetts House of Representatives, 14th Middlesex District, to bring her global perspective and experience to local and state policy, strategies and solutions.



## **DAVID NEWLAND**

David Newland began working in Community Media in 2007 after graduating from Fitchburg State University with a concentration in Film Production. Over the past 15 years he has sought to create an environment where community members can pursue their creative endeavors regardless of their backgrounds or means. His involvement in the creation of projects such as Crowdsourced Cinema & 7 Day Film Sprint was inspired by the belief that meaningful community interactions and creative fulfillment are some of the most valuable products of our work.



## **JEROMIE WHALEN**

Jeromie Whalen is the Technology Department Chair at Northampton High School in Northampton, MA. Whalen is also a Ph.D. student at the University of Massachusetts College of Education focusing in Mathematics, Science and Learning Technologies.



## MICHAEL MAX KNOBBE

Serving as Executive Director of BronxNet Television, Michael Max Knobbe has pioneered and guided many initiatives at the network, including the production of award winning content that builds community, connects the Bronx to the world, and provides young people with professional skills to take on the challenges of an ever-changing digital landscape. Born and raised in the Bronx, Michael Max is an advocate for health and fitness, social awareness and media integrity. He is a graduate of the Bronx HS of Science, holds a BA in Studio Art and World History from Drew University, and a MFA from Lehman College.



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## JESSICA SMYSER

Jessica Smyser (she/her) has been the Executive Director of Cambridge Community Television (CCTV) since January 2021. She came to CCTV with over 14 years of progressive nonprofit leadership experience, most recently as Director of Relationships and Reciprocity at the Academy for the Love of Learning in Santa Fe. In that role, she championed the power of learning and the arts, creating connection, healing and justice for people of all ages. For the past four years, Jessica has also been an adjunct professor, teaching Leadership and Non-profit Management in the Van Loan School of Professional Studies at Endicott College.



## SARAH FOWLER

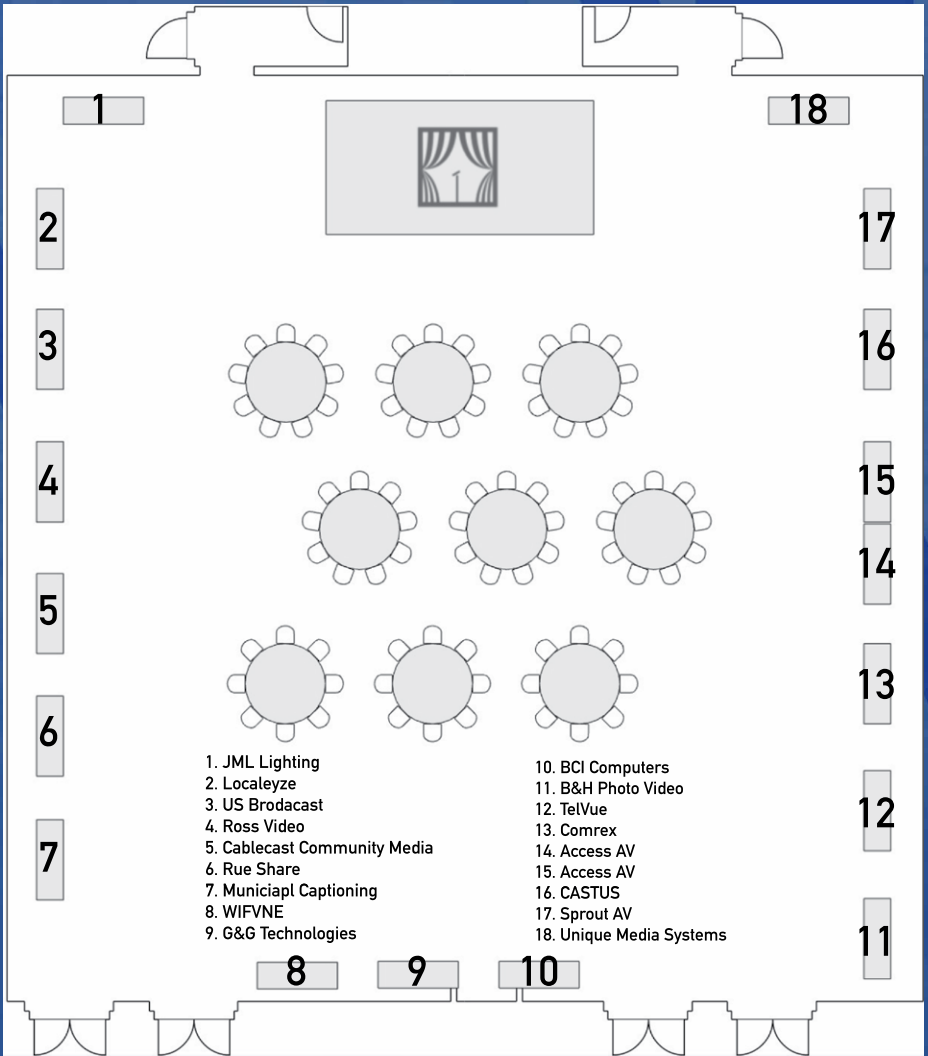
Sarah Fowler came to Steps to Success (STS) 10 years ago, having been a middle school ELA classroom teacher in title 1 schools prior to that. The mission of STS is to promote equity for students from low-income families in Brookline, by expanding their horizons, building upon their skills, and supporting their educational journey in order to maximize their life choices. Sarah currently oversees STS' elementary and middle school programming, which includes: 6 after school programs, partnerships with 15+ summer camps, an internship program for middle schoolers, and Outdoor Explorations experiences taking place twice per year.



## DAVID GAUTHIER

David Gauthier has worn many hats in community media for over twenty years. A lifelong resident of Salem, MA, he plied the trade at other Massachusetts centers before joining the team at WinCAM in 2011. David is responsible for WinCAM's daily operation as well as planning for its future. He is a coach and a mentor, fond of the challenge of working with young people

# EXHIBITOR MAP



- |                              |                          |
|------------------------------|--------------------------|
| 1. JML Lighting              | 10. BCI Computers        |
| 2. Localeze                  | 11. B&H Photo Video      |
| 3. US Broadcast              | 12. TelVue               |
| 4. Ross Video                | 13. Comrex               |
| 5. Cablecast Community Media | 14. Access AV            |
| 6. Rue Share                 | 15. Access AV            |
| 7. Muniapl Captioning        | 16. CASTUS               |
| 8. WIFVNE                    | 17. Sprout AV            |
| 9. G&G Technologies          | 18. Unique Media Systems |

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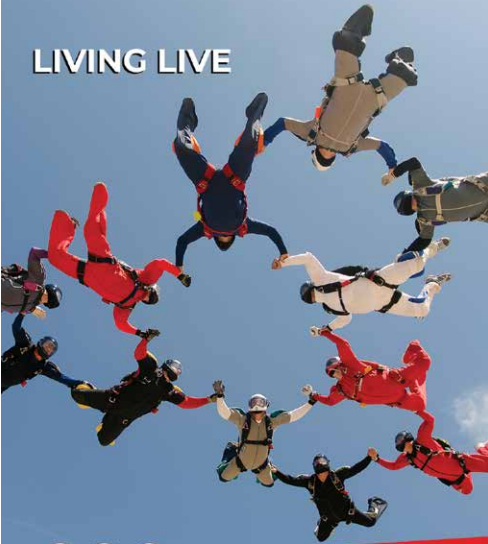
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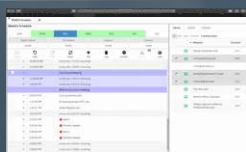
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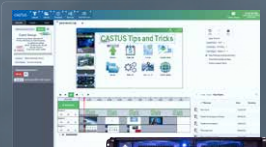
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