Re-Emerge…
Re-Connect…
Re-Envision…

2022 ACM West Region Conference & Trade Show

Alliance for Community Media

ARIZONA CALIFORNIA COLORADO HAWAII NEVADA NEW MEXICO

West Region

Holiday Inn San José – Silicon Valley
March 30 – April 1, 2022

WELCOME FROM THE WEST REGION BOARD CHAIR

Hello and Welcome! Thank you for joining us as we re-emerge from the COVID cocoon. Your presence at the 2022 Alliance for Community Media West Region Conference and Trade Show is appreciated. This week we will be providing you with a remarkable trade show focused on the latest technology in creating and delivering content and a skilled and experienced number of panels to present issues and answers for today's operations. Welcome to this year's motivating conference.

In the next days you will be inspired with a wide range of discussions and opportunities related to operations, production, public policy and trends of the industry. Each workshop will present an experienced and knowledgeable group of panelists with extensive involvement and practice. You will learn of best practices to help you provide improved services to your clients.

We extend our thanks to the many vendors attending this conference. The past two years have been an exceptional challenge for our suppliers and we are truly grateful for their confidence and supreme support of our community engagement efforts. Visit the trade show and learn about the newest methods and technological advancements in our field.

Welcome to San José, the heart of Silicon Valley and the cultural and technological epicenter of Northern California and America. San José is rich in history with fine museums, performing arts, sports and recreation, visual arts and of course technology. This is an incredible opportunity to re-connect with your media friends and in the end we will all re-envision our future.

Have a wonderful time with your ACM West friends and neighbors and thank you very much for your attendance and continued support of the Alliance for Community Media. It is good to see you again!

J S Robertson
Chair, ACM West Board of Directors

SPECIAL THANKS TO OUR CONFERENCE SPONSORS:

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Media Control Systems	**localeyz**	**Uniset**
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Conference Planning Committee:

Sue Buske, The Buske Group	J Robertson, Ho'ike Kaua'i Community TV	Chris Verdugo, Contra Costa Co. Ofc. of Comm. & Media
Bryan Harley, CMAC Fresno	Brian Scott, Berkeley Community Media	Chris Miller, Pasadena Media
Emily Parent, Midpen Media Center	Laureen Fallahay, Access Sacramento	Randy VanDalsen, The Buske Group
Rory O'Farrell, Tahoe Truckee Media	Kat Tracy, Akakū: Maui Community Media	

PLENARY ACTIVITIES
California Ballroom

Thursday & Friday, 8:00 – 9:30am Continental Breakfast

Thursday, 9:00 – 10:15am Opening Plenary: "Re-Emerge… Re-Connect… Re-Envision…" (Sponsored by CASTUS)
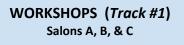
Thursday, Noon – 1:45pm Luncheon and New Technology Show and Tell

Friday, 9:00 – 10:15am Friday Morning Keynote: "When Hate Speech Collides with Free Speech" (Sponsored by TelVue)

Friday, Noon – 1:15pm Luncheon and ACM West Region Annual Meeting (Sponsored by Cablecast Community Media)

Friday, 3:15 – 4:15pm Conference Closing, Exhibitor Drawings and Raffles

Friday, 5:30 – 8:00pm WAVE Awards Ceremony and Reception (Sponsored by Comrex)

Holiday Inn

MEZZANINE LEVEL

SALON C

SALON B

SALON A

CARMEL

CALIFORNIA BALLROOM

SALON K

SALON L

SALON M

MONTEREY

LOBBY LEVEL

STAIRWAY TO MEZZANINE LEVEL

CONFERENCE REGISTRATION

SANTA CLARA ROOM

HOTEL BAR AREA

HOTEL REGISTRATION

WORKSHOPS (*Track #1*)
Salons A, B, & C

Thursday, 10:30am – Noon On-Line Community Engagement: New Tools and Tactics

Thursday, 2:00 – 3:30pm Making Your PEG Access/Community Media Center More Inclusive

Thursday, 3:45 – 5:00pm New Facility Models for Space and Collaboration: Open San José

Friday, 10:30am – Noon Tapping into ARPA and Other New Federal and State Funding

Friday, 1:30 – 3:00pm In the Rearview: Reaffirming Access Roots Today by Looking Back

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## WORKSHOPS (*Track #2*)
Salons K, L, & M
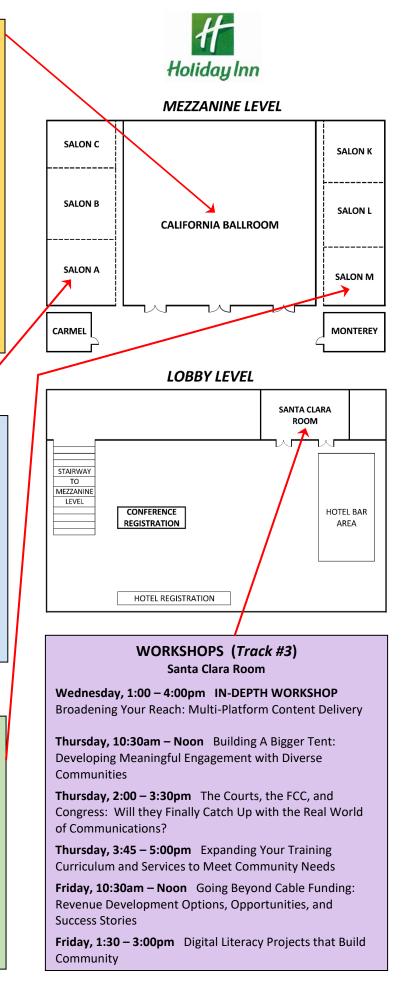
Thursday, 10:30am – Noon Pandemic Pivot: Lessons Learned and Practices to Carry Forward

**Thursday, 2:00 – 3:30pm** Sports Productions and Programming
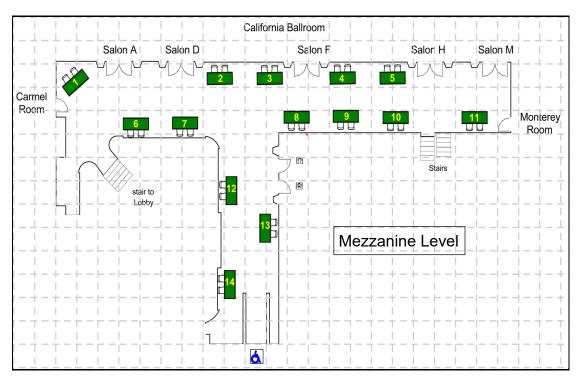
Thursday, 3:45 – 5:00pm A.M.A.T: Ask Me Anything Technical

Friday, 10:30am – Noon Closed Captioning Update: Can You Read Me Now?

Friday, 1:30 – 3:00pm Developing and Implementing a Mobile App to Build Community Engagement

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WORKSHOPS (*Track #3*)
Santa Clara Room

Wednesday, 1:00 – 4:00pm   IN-DEPTH WORKSHOP Broadening Your Reach: Multi-Platform Content Delivery

Thursday, 10:30am – Noon Building A Bigger Tent: Developing Meaningful Engagement with Diverse Communities

Thursday, 2:00 – 3:30pm The Courts, the FCC, and Congress: Will they Finally Catch Up with the Real World of Communications?

Thursday, 3:45 – 5:00pm Expanding Your Training Curriculum and Services to Meet Community Needs

Friday, 10:30am – Noon Going Beyond Cable Funding: Revenue Development Options, Opportunities, and Success Stories

Friday, 1:30 – 3:00pm Digital Literacy Projects that Build Community

TECHNOLOGY EXHIBITS

EXHIBITORS:

1 - SWIT Electronics

2 - Municipal Captioning

3 - Cablecast Community Media

4 - Comrex

5 - TelVue

6 - CASTUS

7 - localeyz

8 - Panasonic

9 - Media Control Systems

10 - LocalBTV

11 - LiveU

12 - ENCO

13 - Uniset

14 - TV Pro Gear

PLEASE JOIN US AT THESE FUN, EVENING FESTIVITIES!

Welcome Reception at Midpen Media Center in Palo Alto
Sponsored by TelVue
Wednesday, March 30: 6:00 – 8:30pm

(Buses to reception load at 5:30pm at front of hotel)

Tour the facilities of **Midpen Media Center**, at 900 San Antonio Road in Palo Alto. Meet staff and volunteers, network with conference attendees, and enjoy food and drinks.

Thursday Night Social Event at Fuze Lounge
Sponsored by Municipal Captioning
Hosted by CreaTV San José
Thursday, March 31: 6:30 – 8:30pm

(Transportation from the Holiday Inn with your free light rail pass)

After our first full day of workshops, local folks will guide conference attendees to **Fuze Lounge** (58 S 1st Street), near CreaTV's new facility under construction, **Open San José**. Hang out with old and new friends, and enjoy a taco bar, food, and entertainment from DJ Smokie and the African Drum and Dance troupe, Eya.

DJ Smokie is a Bay Area DJ, active in the music scene since 2009. His eclectic style has landed him club, corporate, and private gigs in Sacramento, the Bay Area, and LA. Eya is a San José African Drum and Dance troupe that includes poetry and spoken word from their African American roots. Eya is making a name for themselves with their educational and interactive performances.

Western Access Video Excellence (WAVE) Awards Reception and Ceremony
Sponsored by Comrex
Friday, April 1: 6:00 – 8:00pm
(California Ballroom)

Celebrate the Best in the West of community media programming as we announce the 2022 WAVE Award Winners. Enjoy music, hors d'oeuvres, and refreshments at the reception.

THURSDAY OPENING KEYNOTE
Sponsored by CASTUS
Thursday, March 31: 9:00 – 10:15am
(California Ballroom)

Re-Emerge… Re-Connect… Re-Envision…
The past two years have challenged PEG Access/Community Media Centers in every possible way. Although their facilities were closed to the public, PEG Access/CMCs played an essential role as providers of vital community information; as technical operations advisors/managers for local governments, schools, and nonprofit organizations; and as a platform for community events.

PEG Access/CMCs have dealt with rapid technical pivots in the way public meeting coverage is accomplished, and have helped elected officials and the public learn how to use Zoom and other technologies. They have distributed critical public health information, served as a virtual town square, and made community events, activities, and celebrations available virtually.

How have PEG Access/CMC services changed as a result of COVID? What have we learned that will be applicable in the future? These and many other topics will be discussed during this keynote session!

Speakers: Antoine Haywood, PhD Candidate, Annenberg School of Communications, University of Pennsylvania, Philadelphia, PA
Matt Schuster, Executive Director, Public Media Network, Kalamazoo, MI
Jasmine White, Executive Director, Capital Community Media, Salem, OR
Dan O'Brien, Production Director, Akakū, Maui, HI

FRIDAY MORNING KEYNOTE
Sponsored by TelVue
Friday, April 1: 9:00 – 10:15am
(California Ballroom)

When Hate Speech Collides With Free Speech
With conversations swirling around the media-sphere about the real-life ramifications of misinformation on Facebook, Instagram, and other social media apps, it's interesting to revisit the concepts underpinning public access. Today Community Media Centers deliver content on a wide variety of social media platforms, not just cable access channels. Does that change our role and the philosophy that guides the policies that govern CMCs? This workshop will explore how community media navigates the questions that arise as communities confront hatred and disinformation campaigns, and discuss the limits of free speech.

Keynote Panel Leader: Mike Wassenaar, ACM CEO/President

Keynote Panel Speakers:
Jeff Bayne, Associate, Spiegel & McDiarmid, Washington, DC
Tracy Rosenberg, Executive Director, Media Alliance, San Francisco, CA
Richard Turner, Executive Director, Carroll County Media Center, Westminster, MD
Mickey Huff, Director of Project Censored and President of the Media Freedom Foundation, Rohnert Park, CA

LUNCHEON ACTIVITIES

New Technology Show and Tell
Thursday, March 31: Noon – 1:45pm
(California Ballroom)

Our equipment vendors and sponsors will share the latest and greatest in community media technology as you enjoy your lunch.

ACM West Region Annual Meeting
Sponsored by Cablecast Community Media
Friday, April 1: Noon – 1:15pm
(California Ballroom)

Join us for lunch as the Alliance for Community Media West Region holds its annual membership meeting.

CONFERENCE CLOSING, EXHIBITOR DRAWINGS AND RAFFLES
Friday, April 1: 3:15 – 4:15pm
(California Ballroom)

WORKSHOP DESCRIPTIONS

Broadening Your Reach: Multi-Platform Content Delivery
Wednesday, March 30: 1:00 – 4:00pm
Santa Clara Room

PEG Access/Community Media Center operations need to expand the reach of community programming to every possible platform. It's important that your programming is available to as many audiences and providers as possible. This workshop will discuss what it takes to deliver your signal beyond traditional cable TV to streaming services like Facebook or YouTube and OTT platforms like Roku and Apple TV. Speakers will provide examples of different ways to do it. In addition, hear how some CMCs are starting to get traction with live online channels, live-streamed shows, and curated VOD showcased by category.

Facilitator: Chris Verdugo, Operations Director, CCTV Contra Costa County, CA

Speakers: Wess Murphy, Executive Director, Andover TV, Andover, MA; Michael Eisenmenger, Executive Director, Community Media Center of Marin, San Rafael, CA; Dan O'Brien, Production Director, Akakū, Maui, HI; Ray Tiley, Vice President of Engineering, Cablecast Community Media, Minneapolis, MN; Jesse Lerman, CEO, TelVue, Mt Laurel, NJ

On-Line Community Engagement: New Tools and Tactics
Salons A, B, C

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.

Facilitator: Emily Parent, Midpen Media Center, Palo Alto, CA

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

Pandemic Pivot: Lessons Learned and Practices to Carry Forward
Salons K, L, M

Community Media Centers dealt with rapid technical pivots in the way public meeting coverage is accomplished, and helped elected officials and the public learn how to use Zoom and other technologies. They distributed critical public health information, served as a virtual town square, and made community events available virtually.

This workshop will be an ongoing discussion and debriefing session led by Antoine Haywood, further exploring the discussion started during today's keynote: "Re-Emerge... Re-Connect... Re-Envision..."

Speakers: Antoine Haywood, PhD Candidate, Annenberg School of Communications, University of Pennsylvania, Philadelphia, PA; Dan O'Brien, Production Director, Akakū, HI

Building a Bigger Tent: Developing Meaningful Engagement with Diverse Communities
Santa Clara Room

Community Media Centers have the ability to reach many communities often left out of the media system, such as people of color, new immigrants, the disabled, and LGBTQ communities. How can we create meaningful opportunities for our diverse communities? How do we recruit staff from diverse communities? These and many other key issues will be addressed.

Facilitator/Speaker: Jasmine White, Executive Director, Capital Community Media, Salem, OR

Speakers: Jesse Norfleet, Midpen Media Center, Palo Alto, CA; Sal Pizarro, Co-Founder of Mosaic Journalism Project and Columnist, San José Mercury News, San José, CA

THURSDAY, MARCH 31
2:00 – 3:30pm

Making PEG Access and Your Community Media Center More Inclusive
Salons A, B, C

How can our media centers and organizations be proactive and improve how we address issues centering on equity, race, and ethnicity? How can we create a welcoming culture that is comfortable for all? Is there a difference between who we are as an organization and the content we broadcast and support? How do we develop policies, programs, and outreach to better reflect underserved populations in our communities? These and many other issues will be discussed by a panel of experienced PEG Access/Community Media Center managers and community media specialists.

Facilitator: J Robertson, Executive Director, Ho'ike, Kauai, HI

Speakers: Matt Schuster, Executive Director, Public Media Network, Kalamazoo, MI; Francesca Enzler and Malcolm Halcrombe, Community Media Specialists, CreaTV San José, CA

Sports Production and Programming
Salons K, L, M

Sports programming is a compelling way to engage many people in your community. Whether you have a multi-camera set up for live contests, or you're a single person operation, local sports event productions can attract viewers and often aren't covered by bigger media. They are sometimes the definition of local community programming. Find out successful production methods and ways to attract partners and audience in this session.

Facilitator: Rory O'Farrell, General Manager, Tahoe Truckee Media

Speakers: Richard Turner, Executive Director, Carroll County Media Center, Westminster, MD; Justin Cowgill, Chief Technology Officer, CreaTV San José; Omid Shamsapour, Director of Operations, Community Media Center of Marin, San Rafael, CA

The Courts, the FCC, and Congress: Will they Finally Catch Up with the Real World of Communications?
Santa Clara Room

What will 2022 hold for PEG Access and community media? What are the ramifications of 2021 court decisions and congressional and presidential actions (or the lack thereof) on the future of PEG Access? What will be the impact of changes at the FCC?

The Cable Act of 1984 is 38 years old. The Telecommunications Act of 1996 is 26 years old. In California, the Digital Infrastructure and Video Competition Act of 2006 (DIVCA) is 16 years old. Obviously, these federal and state laws are woefully out of date. Are legislative overhauls possible in 2022?

Get the latest updates from the people on the front lines at the federal, state, and local levels that are working hard to protect PEG Access and the rights of our communities.

Facilitator/Speaker: Sue Buske, President, The Buske Group and President, Alliance for Communications Democracy, Sacramento, CA

Speakers: Mike Wassenaar, ACM CEO/President; Jeff Bayne, Associate, Spiegel & McDiarmid, Washington, DC; Cheryl Leanza, Of Counsel, Best Best & Krieger

THURSDAY, MARCH 31
3:45 – 5:00pm

New Facility Models for Space and Collaboration: Open San José
Salons A, B, C

CreaTV San José is leading a project to develop Open San José, an 18,000-square-foot community hub that will connect the community and San José civic leaders with the media and collaboration technology that will help shape the future. Funded in part by a $1,000,000 grant from the Knight Foundation, Open San José will help strengthen San José communities using media and technology, and will build capacity for organizations and individuals to share stories, get access to information, collaborate more effectively, and participate more actively in civic and cultural affairs.

CreaTV San José is partnering with a group of founding community organizations, each of which brings a set of competencies, networks and values that align with Open San José's vision to create an ecosystem like none other in this city. This workshop will present information on the goals, background, design and development of Open San José.

Facilitator/Speaker: Chad Johnston, CEO, CreaTV San José, CA
Speakers: CreaTV San José staff

A.M.A.T.: Ask Me Anything Technical
Salons K, L, M

This workshop is just what it sounds like! We're here to answer any and all technical questions.

Speakers: Justin Cowgill, Chief Technology Officer, CreaTV San José; Brandon McKenzie, localeyz; Ray Tiley, Vice President of Engineering, Cablecast, Minneapolis, MN

Expanding Your Training Curriculum and Services to Meet Community Needs
Santa Clara Room

As PEG Access TV operations evolve to a broader community media environment, how should your training curriculum and services evolve? Information will be presented regarding community needs and interests related to training and other services, gathered through online surveys and focus group meetings conducted in several different locations across the country. Learn what local nonprofit organizations want and how we can better serve their needs. This workshop will provide great training examples (e.g., Media Literacy training) and examine tutorials, internships, and cohort approaches to training (both in-person and online). It will show how media centers can introduce and provide innovative services to meet community needs.

Facilitator: Bryan Harley, Executive Director, CMAC, Fresno, CA
Speakers: Shelley Wolfe, Executive Director of Media & Production Services, Philadelphia School District, Philadelphia, PA; David Flores, Executive Director, Berkley Community Media, Berkeley, CA; Randy VanDalsen, Vice President, The Buske Group, Sacramento, CA; Kyle Lowe, Operations Manager, CMAC, Fresno, CA

FRIDAY, APRIL 1
10:30am – Noon

Tapping into ARPA and Other New Federal and State Funding
Salons A, B, C

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 PEG/CMCs that received funding through these programs and how your community may be able to participate.

Facilitator/Speaker: Mike Wassenaar, ACM CEO/President

Speakers: Melissa Toren, Executive Director, KCAT Public Media, Los Gatos, CA; Kathy Bisbee, Executive Director, Brookline Interactive Group, Brookline, MA

Closed Captioning Update: Can You Read Me Now?
Salons K, L, & M

At our most recent regional conference in 2020, we heard about advances in closed captioning that were actually affordable for many Community Media Centers. This workshop will focus upon the challenges and successes that several CMCs and local governments have faced as they implemented closed captioning.

Facilitator/Speaker: Daniell Krawczyk, Municipal Captioning

Speakers: Matt Schuster, Executive Director, Public Media Network, Kalamazoo, MI; Wess Murphy, Executive Director, Andover TV, Andover, MA; Ross Rowe, Director of Programming, Elk Grove TV, Elk Grove, IL

Going Beyond Cable Funding: Revenue Development Options, Opportunities, and Success Stories
Santa Clara Room

In today's world, it is essential that PEG Access/Community Media Centers identify and implement a variety of revenue streams to supplement decreasing cable company funding. This is not an immediate or one-size-fits-all endeavor. What works and what doesn't work will vary between large and small CMCs, rural, urban, or suburban. This workshop will explore a variety of different categories of non-cable funding and present success stories in each category.

Facilitator/Speaker: Sue Buske, President, The Buske Group, Sacramento, CA

Speakers: Jay April, President and CEO, Akakū, Maui, HI; Chad Johnston, CEO, CreaTV San José, San José, CA; Bobby Chastain, Executive Director, Silicon Valley Community Media, Mountain View, CA

FRIDAY, APRIL 1
1:30 – 3:00pm

In the Rearview: Reaffirming Access Roots Today by Looking Back
Salons A, B, C

PEG Access has been around for over 50 years. What are its roots and founding principles? Where did they come from? What was the Alternate Media Center? Guerrilla TV? Videofreex?

Many who work in PEG Access or use PEG Access/Community Media Centers have no knowledge of the history of the field. How did things get started and how they have changed? Where does ACM fit into the picture?

Take a walk down memory lane with three people who were involved from the very beginning, are still active in PEG Access, and live in the Western region of ACM. This panel will deal with the roots of PEG Access from a wide range of perspectives (e.g., policy/legal, organic growth, philosophy).

Speakers: Jay April, President and CEO, Akakū, Maui, HI; Sue Buske, President, The Buske Group and President, Alliance for Communications Democracy, Sacramento, CA; Randy VanDalsen, Vice President, The Buske Group, Sacramento, CA

Developing and Implementing a Mobile App to Build Community Engagement
Salons K, L, & M

Is your Community Media Center considering a mobile app? What about its own branded mobile app? A mobile app can help get your center's mission and content out to more people -- right on their phones!

Learn about mobile apps that are available and see how some CMCs have created their own apps. Find out about the platforms they chose, the features they prioritized and the costs they incurred.

Facilitator/Speaker: Kat Tracy, Dir. of Education, Akakū, Maui, HI

Speakers: Bryan Harley, Executive Director, CMAC, Fresno, CA; Brian Scott, Executive Director, Berkeley Community Media, Berkeley, CA; Keri Stokstad, Executive Director/CEO, Midpen Media Center, Palo Alto, CA

Digital Literacy Projects that Build Community
Santa Clara Room

How can and should Community Media Centers address digital inclusion in today's world? This workshop will feature information about several digital literacy projects involving CMCs. Find out how these projects were initiated and funded, project partners/collaborators, outcomes, and sustainability. Learn about potential partnerships and funding opportunities available to CMCs that expand their vision for the future beyond cable TV.

Facilitator/Speaker: Shayna Englin, Director, California Community Foundation Digital Equity Initiative

Speakers: Jessica Lui, Director of Digital Equity & Inclusion, MetroEast, Gresham, OR; Jason Bennert, Board Aide to Supervisor Cindy Chavez, Santa Clara Board of Supervisors

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Wednesday, March 30, 2022

10:00am – 5:30pm	**CHECK-IN AND REGISTRATION** **Lobby**
10:00am – 5:30pm	**EXHIBITOR SET-UP** **Mezzanine**
1:00 – 4:00pm	**IN-DEPTH WORKSHOP** Broadening Your Reach: Multi-Platform Content Delivery **Santa Clara Room**
4:00 – 6:00pm	**BREAK**
6:00 – 8:30pm	**WELCOME RECEPTION AT MIDPEN MEDIA CENTER -- PALO ALTO** **900 San Antonio Road, Palo Alto, CA.** **Buses to reception load at 5:30pm at front of hotel.** Hosted with hors d'oeuvres, refreshments and facility tour

Thursday, March 31, 2022

	Track #1 Salons A, B, & C	Track #2 Salons K, L, & M	Track #3 Santa Clara Room
8:00am – 5:30pm	**CHECK-IN AND REGISTRATION** **Lobby**		
8:00 – 9:30am	**CONTINENTAL BREAKFAST** **California Ballroom**		
8:00am – 5:15pm	**TECHNOLOGY EXHIBITS** *featuring Technology/Equipment Vendors* **Mezzanine**		
9:00 –10:15am	**OPENING PLENARY: SPONSORED BY CASTUS** Re-Emerge...Re-Connect...Re-Envision… **California Ballroom**		

Workshop Tracks:	*Track #1*
	  Salons A, B, & C
		Track #2
		  Salons K, L, & M
			Track #3
			  Santa Clara Room

10:30am – Noon (Round 1)	On-Line Community Engagement: New Tools and Tactics	Pandemic Pivot: Lessons Learned and Practices to Carry Forward	Building A Bigger Tent: Developing Meaningful Engagement with Diverse Communities
Noon – 1:45pm	**LUNCHEON AND NEW TECHNOLOGY SHOW AND TELL** **California Ballroom**		
2:00 – 3:30pm (Round 2)	Making PEG Access and Your Community Media Center More Inclusive	Sports Production and Programming	The Courts, the FCC, and Congress: Will they Finally Catch Up with the Real World of Communications?
3:45 – 5:00pm (Round 3)	New Facility Models for Space and Collaboration: Open San José	A.M.A.T.: Ask Me Anything Technical	Expanding Your Training Curriculum and Services to Meet Community Needs
5:00 – 6:00pm	**BREAK**		

6:30 – 8:30pm	**SOCIAL EVENT AT FUZE LOUNGE: SPONSORED BY MUNICIPAL CAPTIONING AND HOSTED BY CREATV**
	   Near CreaTV's new facility under construction, Open San José
	   Transportation from the Holiday Inn with your free VTA light rail pass
	   Enjoy a taco bar, food, and entertainment from DJ Smokie and the African Drum and Dance troupe, Eya		

8:30pm	Dinner/Evening on your own with new and old friends!		

Alliance for Community Media
ARIZONA   CALIFORNIA   COLORADO   HAWAII   NEVADA   NEW MEXICO
West Region
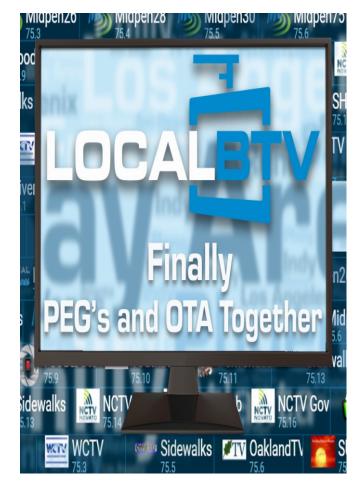
Friday, April 1, 2022

8:00am – 2:00pm	**CHECK-IN AND REGISTRATION** Lobby		
8:00 – 9:30am	**CONTINENTAL BREAKFAST** California Ballroom		
8:00am – 4:00pm	**TECHNOLOGY EXHIBITS** *featuring Technology/Equipment Vendors* Mezzanine		
9:00 – 10:15am	**PLENARY SESSION: SPONSORED BY TELVUE** When Hate Speech Collides With Free Speech **California Ballroom**		

Workshop Tracks:	*Track #1*
	    Salons A, B, & C
		Track #2
		    Salons K, L, & M
			Track #3
			    Santa Clara Room

10:30 – Noon (Round 4)	Tapping into ARPA and Other New Federal and State Funding	Closed Captioning Update: Can You Read Me Now?	Going Beyond Cable Funding: Revenue Development Options, Opportunities, and Success Stories
Noon – 1:15pm	**LUNCHEON AND ACM WEST REGION ANNUAL MEETING: SPONSORED BY CABLECAST COMMUNITY MEDIA** California Ballroom		
1:30 – 3:00pm (Round 5)	In the Rearview: Reaffirming Access Roots Today by Looking Back	Developing and Implementing a Mobile App to Build Community Engagement	Digital Literacy Projects that Build Community
3:15 – 4:15pm	**CONFERENCE CLOSING, EXHIBITOR DRAWINGS AND RAFFLES** California Ballroom		
4:15 – 6:00pm	**BREAK**		

6:00 – 8:00pm	**WAVE AWARDS CEREMONY & RECEPTION: SPONSORED BY COMREX**
	    with music, hors d'oeuvres, refreshments
	    California Ballroom		

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RueShare

MADE SPECIFICALLY FOR MEDIA CENTERS AND THEIR NEEDS

RESERVATIONS | ASSET TRACKING | PRODUCTIONS | MEMBERSHIP | CLASSES

RE-ENGAGE YOUR MEMBERSHIP

Bring members back with their own RueShare account. Members can sign up for classes, make reservations, create productions, request crew calls and renew membership.

POWERFUL RESERVATIONS

RueShare makes equipment and facility reservations easy. Customize your workflow with "no conflict" reservations. Create "favorites" for productions and members with quick checkout. Get an overview of all reservations with RueShare's interactive checkout calendar. Customize views by equipment, production or member.

CUSTOMIZE

Customize permission levels, dashboard layouts, automatic emails, user and production settings and so much more!

WHAT ELSE?

- ✓ RueShare gives useful and informative reports, including members, equipment usage, member renewals, productions, class enrollment, sales and more!
- ✓ Track donors and sponsors.
- ✓ Manage crew call and crew scheduling.
- ✓ Create classes and track reservations.

- ✓ Open up online member signups.
- ✓ Create and approve member productions.
- ✓ Set up automatic emails for: membership renewals, late equipment, class schedules.
- ✓ Add notifications for admins about member reservations, class signups and more!

RUESHARE KEEPS YOUR MEDIA CENTER RUNNING!

RUESHARE.COM

MAUI STREAM

three islands • one stream

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MAUI COMMUNITY MEDIA

From your San José area hosts, thank you for attending the 2022 ACM West Region Conference & Trade Show!

Join us at this year's National ACM Annual Conference, June 28 – 30, 2022 in Chicago.

Visit www.AllCommunityMedia.org for details

Notes

Cookies need Captioning too!

2022 ACM WEST

MunicipalCaptioning.com