

February 2026

strategies & Tools

For Proving the Value of Community Media

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Q&A



SHELLEY WOLFE

Executive Director
CCTV | Cambridge, MA

About Me

Been in PEG since 1995, CCTV since 2025, I've grown with the organization, shaping a role that continues to evolve. I'm driven by curiosity, collaboration, and creating meaningful impact. I value work that challenges me and allows me to grow alongside my community.

Focus

- Community Engagement
- Event planning
- Callaborating

Service Area

The City of Cambridge-DB since 1988
7FT- 7PT, 4Contractors -
4 Digital Navigators



@cctvcambridge



MARICELA HERNANDEZ

Outreach Coordinator
CMAC | Fresno, CA

About Me

I began as a production assistant supporting members, then expanded into community engagement and marketing. Now, I get to uplift our members' work and connect people to opportunities. Since 2018, I've grown alongside the organization in a role that continues to evolve. I'm driven by curiosity, collaboration, and work that makes an impact.

Staff

18 + Full-time &
part-time staff

Service Area

The City of Fresno/Clovis
and the surrounding
areas

Established in 2012



@cmactv

AUTUMN LABBE-RENAULT

Executive Director

Davis Media Access | Davis, CA

About Me

I've worked as a journalist, government affairs manager, grant writer, and have been involved with community media since 1998. This work is creative, relational, and continually evolving.

Focus

- Strategy & Vision
- Community Engagement

Service Area

Yolo County

@davismediaaccess





ONLINE

Canva, Mailchimp, Meta, Hootsuite, emails



PRINT

Postcards, flyers, and one-pagers



HANDS ON

Tabling, productions, programs, community mapping, networking events, one-to-one conversations, round tables



Marketing Tools

CASE STUDY

Utilizing Canva

In 2025, Davis Media Access led an intensive effort to map resources and gaps in news and information in Yolo County. We needed complete branding for the project that wouldn't break the bank.

The Project Vision

We wanted to meet people where they were, so in addition to bilingual surveys, our engagement strategy included

- Community events/tabling w/ 1 Big Question
- One-to-one interviews
- Roundtable conversations

The Tools

We used Canva to develop a logo, brand kit, banners, project description postcards, survey postcards, and funding pitches.

Our suite of materials was designed to be economical and easy for project volunteers to transport and hand out.

Outcomes

For about \$800 in staff time another \$1,500 in printing (using a local copy shop!) we were able to develop, brand and produce all the materials needed for this massive engagement. Without leaning into Canva, this would have easily cost thousands more.





CASE STUDY

ArtHop at CMAC

ArtHop is a free, monthly celebration that brings Fresno's vibrant art scene to life through galleries, museums, and live performances. This immersive experience makes it easy for the entire community to explore the arts within city.

Average ArtHop Night

At CMAC, we celebrate local media by showcasing community content that correlates with monthly themes.

ACTIVITIES: Gallery walks, tours, mock setup, screenings, community events like Mario Kart Tournament, or hosting local vendors

STAFF: Just CMAC Staff staying within CMAC's facility

Average 40-50 attendees

ArtHop Block Party

Co-hosted a community block party where we partnered with Valley PBS and Arte Américas

Each partner created and shared promo materials and tagged/collaborated on social media to boost audience reach

ACTIVITIES: Hosted vendors, live performances, tours, gallery walk, art vendors and stamp pass

STAFF: Majority of staff plus volunteers

200+ attendees



Tools Used

Content Creation:

- Canva
 - Curating all promotional graphics and flyers

Promotional Strategies

- Social Media
- Community Calendars
- Emails/Newsletter/Eblast
- Channels
- Website
- Eventbrite

CASE STUDY

Community Engagement - Mission Oriented

Gaming as Civic Media

Program Overview

Couch Quests is a live-recorded, studio-produced game show in which local youth and community members compete in fast-paced mini-games themed around humorous, hyper-local scenarios such as “securing a job at the Pine Banks Country Club.”

While playful in tone, the show is fully produced using CCTV’s broadcast infrastructure: multi-camera switching, live audio mixing, set design, lighting, hosting, and on-air talent mirroring professional television production.

How It Draws the Community In

This format attracts a demographic not traditionally engaged in public access media:

- 🎮 Gamers and esports fans enter the station for the first time
- 👁️ Friends, families, and spectators attend tapings
- 🎥 Youth producers gain hands-on broadcast experience
- 🤝 Partner organizations collaborate across cities

By framing media creation through entertainment, the program lowers barriers to entry and reframes CCTV as a creative hub rather than only a traditional television station.

How It Preserves the Mission

Despite the unconventional format, Couch Quests directly advances CCTV’s core goals:

- **Access:** Community members become contestants, hosts, crew, and audience
- **Education:** Youth learn studio production, teamwork, and live broadcasting
- **Local storytelling:** Game themes reflect regional culture and institutions
- **Civic participation:** Residents see themselves and their communities represented on air

Impact

- Introduced new youth audiences to public media tools
- Expanded cross-community collaboration with Malden
- Positioned CCTV as a contemporary, youth-relevant space
- Demonstrated that playful programming can still deliver rigorous media education

Key Takeaway:

Innovative formats like gaming shows can act as gateways into civic media—bringing in new participants while keeping production quality, access, and public storytelling at the center.

CASE STUDY

Community Engagement - Mission Oriented

Community Readings as Public Dialogue

Featured Text: "What to the Slave Is the Fourth of July?" by Frederick Douglass

Program Overview

CCTV hosted a public reading event in which community members took turns reading lines from Douglass's historic speech, followed by facilitated discussion and informal conversation over food and refreshments.

More than 40 attendees gathered not simply as audience members, but as active participants shaping the experience.

How It Draws the Community In - This program attracted:

- 📖 Local residents interested in history and social justice
- 🗣️ First-time visitors curious about civic dialogue
- 👥 Multi-generational participants
- 🍴 Neighbors who stayed to mingle and reflect

By pairing intellectual engagement with warmth and hospitality, the event transformed the station into a community living room, a place for conversation, reflection, and connection.

How It Preserves the Mission

The event directly embodied CCTV's foundational purpose:

- Free expression: Community members voiced powerful historical text aloud
- Civic education: Participants connected history to current realities
- Public discourse: Discussion fostered a respectful exchange of ideas
- Media literacy: Readings modeled how public platforms elevate community voices

Impact

- Drew a large in-person turnout
- Created cross-neighborhood connections
- Reinforced CCTV's role as a trusted civic convenor
- Demonstrated that public access spaces can host both creative and intellectual programming

Key Takeaway:

By opening the studio to participatory cultural events, CCTV strengthened its role as a civic commons where history, dialogue, and community intersect.



IT'S TIME FOR QUESTIONS!



Stay In Touch!



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THANK
YOU!

