



CS REGION



**ALLIANCE for
COMMUNITY MEDIA**



Raising Expectations

**TRANSFORMING
COMMUNITY MEDIA**

**October 11-13, 2023
Monroe, MI**

hosted by



Wednesday, October 11

4:00 PM Central States ACM Board of Directors Meeting

6:00 PM Opening Reception

River Raisin National Battlefield Park
Michigan Beer & Wine Portal

9:00 PM Reception Ends

Thursday, October 12

9:00 AM Registration & Breakfast/Coffee & Tradeshow

Atrium/Hallway

10:00 AM Welcome Address

Atrium

10:30 AM Break

11:00 AM Generative AI

Room 257

GR Documenters Network: New Chapter in Local Media Engagement

Room 258

12:00 PM Break

12:15 PM Plenary Lunch: Transforming Community Media - Raising Expectations

Atrium

1:45 PM Break

2:00 PM Telling Community Stories with Your Phone

Room 257

Future of Local Media as Civic Infrastructure

Room 258

3:00 PM Break w Snack

3:30 PM Get Out to Get People In

Room 257

Digital Inclusion 101

Room 258

4:30 PM Break

4:45 PM Tradeshow Vendor Highlights

Atrium/Hallway

5:00 PM Break

6:00 PM Philo Awards Reception

Atrium

7:00 PM Philo Awards Ceremony

Meyer Theater

9:00 PM Evening Activities - on your own

Friday, October 13

9:00 AM Registration Open - Breakfast/Coffee

Atrium/Hallway

9:30 AM More Impactful Strategic Planning

Room 257

Planning Media and Storytelling Events

Room 258

10:30 AM Monroe City Hall, then to MPACT

Offsite tours

12:15 PM Lunch & Connect

Atrium

1:30 PM Break

1:45 PM Vision to Action, Using Data and Dashboards

Room 257

Building the Next Generation of Storytellers

Room 258

2:45 PM Break

3:00 PM Central States Region Membership Meeting

Atrium

4:00 PM Event Ends - Thank You

Opening Reception

6:00 pm - Tour at River Raisin National Battlefield Park
Followed by Mixer at Michigan Wine and Beer Portal

Join us for a mixer to kick-off the 2023 Conference starting at River Raisin National Battlefield Park. Enjoy a screening of "The Untold Legacy of the River Raisin" followed by a tour.

Afterwards, we will head to the Michigan Wine and Beer Portal for food, drink (Cash Bar), and fellowship.

Locations:

River Raisin National Battlefield Park
333 North Dixie Hwy.
Monroe, MI 48162

Michigan Beer & Wine Portal
8 North Monroe St.
Monroe, MI 48162



**SPECIAL THANKS
TO THE OPENING
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ACM Central States Fall 2023 Region Conference Transforming Community Media - Raising Expectations

It is time to look to the future and set new expectations for the role of community media in our towns and cities. Explore how community media can transform to meet future needs and continue to be a vital part of our community's fabric.

Plenary Panel - Lunch

Transforming Community Media - Raising Expectations

As the media industry continues to shift and cable revenues decline, what role do we see community media operations play in our communities in 5 years, 10 years? If we can break from being focused on our ties to cable television programming, what is the future? What do we want a local media ecosystem to look like? How do we fund the future community media?

Speakers: Mike Wassenaar, Alliance for Community Media
Matt Schuster, Public Media Network

Special Thanks to our Plenary Lunch Sponsor



Sessions

Generative AI

Join us for an informative and engaging session exploring the power and potential of generative AI. This workshop will examine the expected and unexpected benefits and threats of this rapidly evolving technology. Through demonstrations, hands-on exercises, and creative brainstorming, participants will learn how generative models predict responses based on input the user provides and the importance of crafting effective prompts. Finally, we'll discuss the ethical implications of generative AI and consider ways to use this technology responsibly and in line with our values and goals. By the end of this session, you'll have a deeper understanding of generative AI's potential, and take away practical techniques for crafting successful prompts.

Speaker: Daniell Krawczyk, Channell Margaret/Municipal Captioning

The Grand Rapids Documenters Network: A New Chapter in Local Media Engagement

The "Grand Rapids Documenters Network" represents a transformative chapter in local media engagement and community empowerment. Gain insights into the Grand Rapids Documenters Network's unique approach to community journalism, understanding how it empowers residents, amplifies diverse voices, and fosters a more vibrant and participatory local media landscape.

Speaker: Allison Donahue, Grand Rapids Community Media Center

Telling community stories with your phone

Most people carry an entire production studio in their pockets. Explore how to create high-quality stories featuring your community with mobile devices. Explore how centers are integrating mobile devices into programs to expand community storytelling and engagement.

Speakers: Lem Montero, Public Media Network (not confirmed)
Tom Morris, AccessVision

Future of local media as civic infrastructure

Community access media has enjoyed benefits of sustained funding through cable franchising. As the cable industry is shifting and traditional funding declines, are there other approaches to ensuring that community access to media and information is supported as civic infrastructure? What needs to happen, what steps can you take, and what are options are currently being explored around the country (tax districts, fees on streaming services, fees on right-of-way use, digital equity and broadband funding) to ensure the health of local media ecosystems moving forward.

Speakers: Mike Wassenaar, Alliance for Community Media
Michael J. Watza, Kitch Drutchas Wagner Valitutti & Sherbrook

Get Out to Get People In

In order to increase community involvement with your media center, you have to first get out beyond your doors. Explore how media centers are engaging with their communities in ways beyond providing coverage of events. When you table at an event, how can you make that more interesting? Discover ways to listen and learn from your community to know what they need.

Speakers: Traci Furman, Public Media Network
Alli Klinger, Public Media Network
Jason Dudley, ICRC

Digital Inclusion 101

What role can you and your media center be playing in your communities to address digital inclusion and equity? Gain an understanding of the basics of digital inclusion, what data resources are available, and how you can use these to explore conditions and digital equity barriers in your community

Speaker: Katie Knox, National Digital Inclusion Alliance

More Impactful Strategic Planning - How to Change the World with Your Plan

Why are you and your nonprofit here if not to change the world and the lives of people in it? In this workshop, we will present an overview of the Zero-Based & More Impactful methods of strategic planning and how you can use them to make the world a better place.

Speaker: Tom Bishop, CauseImpact LLC

Planning Media and Storytelling Events and Festivals

Film festivals, community screenings, and events can be ways to engage in your community. Dig into what makes a media event or festival successful, what you need to think about, how much time is needed, and how do you ensure it furthers your mission and community impact.

Speaker: Anthony E. Griffin, Public Media Network, Thriller! Chiller! Film Festival



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- St. Clair County Regional Educational Service Agency, MI

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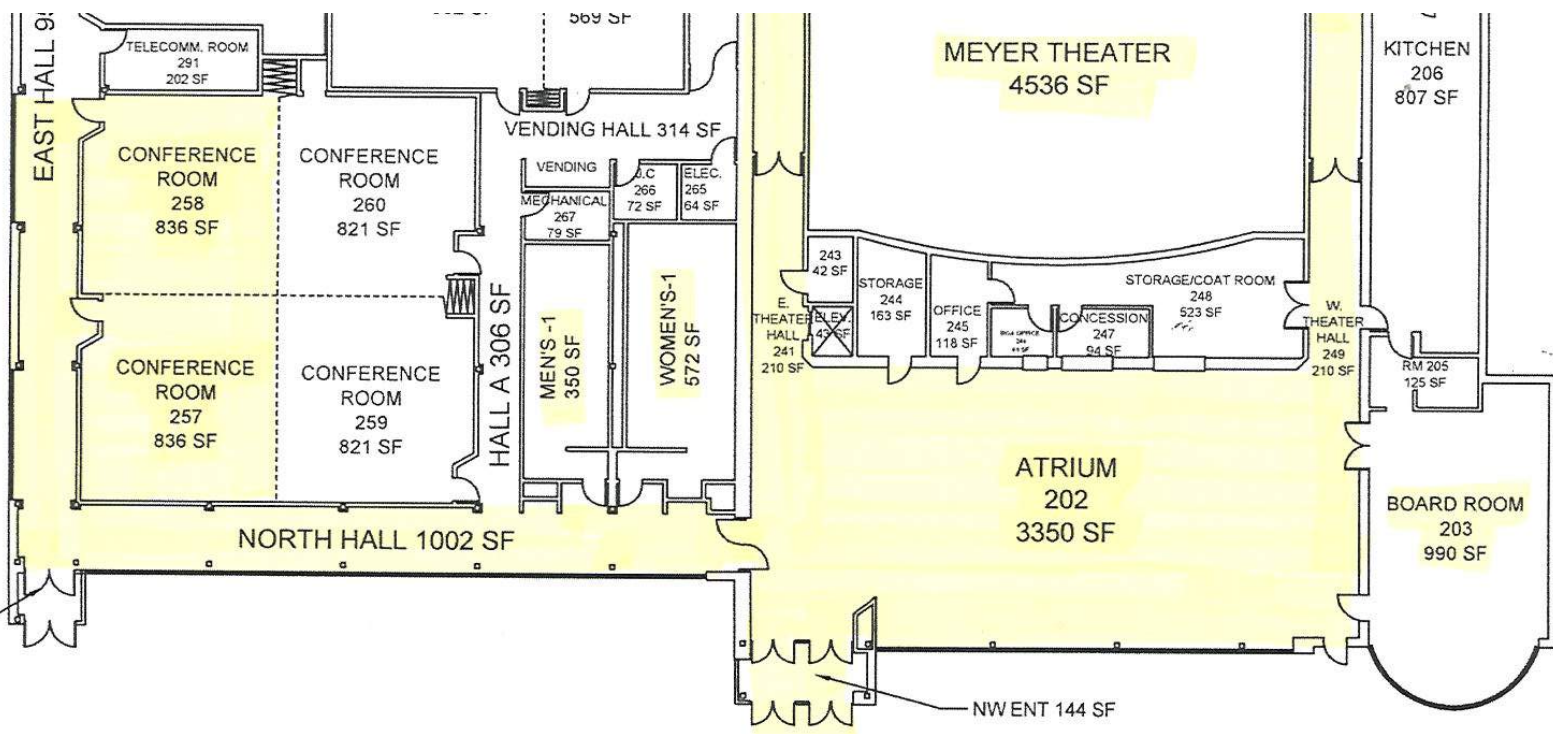


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MPACT and Monroe City Hall Tour

Tour the future location of MPACT in Monroe City Hall and then visit MPACT's current media center.

Monroe City Hall – 120 E 1st St, Monroe, MI 48161

MPACT -- 20 W. Fifth St. Suite 201 Monroe, MI 48161

Roundtable Lunch & Connect

Break bread and connect with each other. Informal topics of discussion will be held at various tables to meet and learn from each other.

Vision to Action, using data and dashboards to make your organization more nimble, efficient, and effective

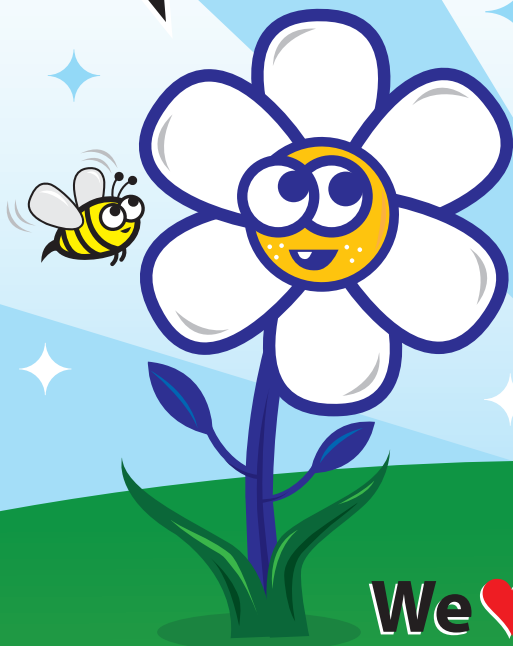
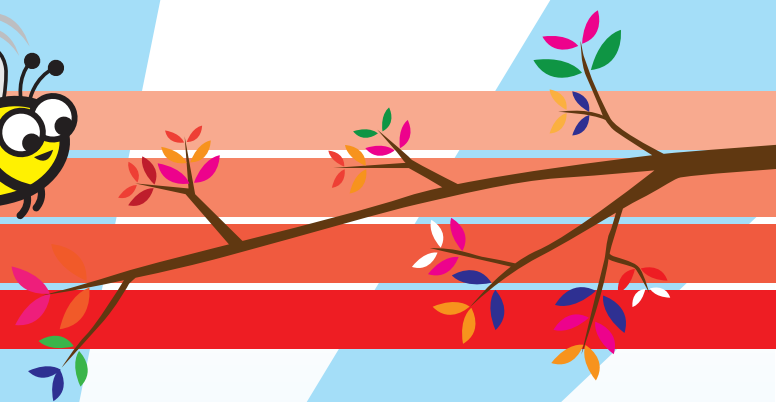
How do you know you're doing well? Do you have the information you need to track your organization's effectiveness and efficiency in meeting your mission? Do you have the tools you need to measure your impact, and can you use that information to focus your efforts where it can have the greatest effect? In this workshop, you'll learn how to obtain and use data as an impactful management tool for steering your organization and how creating dashboards can help you do it.

Speaker: Tom Bishop, CauselImpact LLC

Building the Next Generation of Storytellers

Millennials are now the biggest group of the population. Combined with Gen-Z, a new generation will be our future storytellers. Explore how are media centers engaging with younger populations, amplifying youth voices, and passing the torch onto younger generations. (High school programs, internships, youth programs, workforce development, etc)

Speaker: Jason Dudley, ICRC



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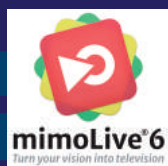


A custom-built, hardware system (Apple Mac Mini M2 Pro - 12 core CPU, 16GB RAM, 512GB SSD, and a Blackmagic DeckLink Duo2 -4 HD SDI in/out), contained in a Sonnetech xMac mini server and pre-installed with the powerful mimoLive software – making it the ultimate multi-purpose production tool for community media.

mimoLive is the definitive broadcast, streaming, and virtual camera software for Mac. The professional live video editor includes a multi-source video switcher with advanced features such as layer mixing, a powerful graphics engine, ISO recording, instant replay, chroma key, video conferencing, and seamless Zoom integration.

The Zoom Source in mimoLive allows you to get up to six Zoom ISO feeds in HD, and easily switch between multiple remote and/or live participants, making it mimoRack the perfect production solution for live, virtual, and hybrid events, webinars, remote interviews, meetings, and more.

For more information about mimoRack and mimoLive software,
visit our website at MunicipalCaptioning.com or email us at
info@municipalcaptioning.com



Speaker Bios

Alli Klinger

As the Network Engagement Coordinator at Public Media Network, my leading focus is meaningful connection with our community. Through outreach initiatives and engagement strategies rooted in relationship-building, I work to inspire new audiences, engage our current audience, and cultivate volunteer involvement. I also engage with the PMN community through a weekly newsletter, highlighting our most recent content, local government news, and upcoming events. My favorite part of this work, though, happens outside the office while speaking with community members. I love watching people discover their passion to inspire and inform others with their stories.

Allison R. Donahue

Allison is the Programs Manager for the Rapidian, a Grand Rapids-based hyper local news source and a service of the Grand Rapids Community Media Center. She oversees newsroom operations and the Grand Rapids Documenters program, which trains citizens to cover public meetings and fosters civic engagement. Her work focuses on community-driven stories and amplifying local voices. Allison's journalistic roots trace back to Lansing, where she worked as a Capitol reporter covering the state's Legislature, elections and K-12 education policies. Her background in multimedia journalism was shaped at Grand Valley State University (GVSU) with an emphasis in data-driven and investigative reporting.

Anthony E. Griffin

Anthony is a multiple award-winning filmmaker and film festival director based out of Grand Rapids, Michigan who currently serves as the Director of Media Education & Technology for Public Media Network in Kalamazoo. He's earned a Master of Fine Arts in Screenwriting & Film Studies with more than a decade of teaching experience and serves as the executive director for the Film & Media Alliance of West Michigan. When not at the movies or crafting screenplays, he's often sought to advise & consult for other not-for-profit media education organizations and independent filmmakers.

Daniell Krawczyk

With over two decades of experience in the community media and government TV space, Daniell Krawczyk has helped scores of local governments and Public, Education, and Government (PEG) media organizations navigate the complexities of closed captioning, master control, and emerging AI technologies.

Jason Dudley

Jason Dudley has been involved in the world of access since 2005 - when he was in just the 5th grade. Those early experience led not only to his position as Production Manager at ICRC-TV in Cincinnati, but a lifelong passion for local content and local causes. While at the ICRC Jason has overseen the redesign of the remote production trucks, the creation of a podcast studio, and worked to develop partnerships with local colleges. Jason also works as the Coordinating Producer for the Big East Digital Network and the Big East Conference. In his (limited) spare time, he enjoys travel, building legos, and getting deeply involved with arguments on the internet.

Katie Knox

Katie is the Data and Research Manager at NDIA. She is passionate about leveraging digital skills towards socially impactful work and making all forms of digital skills accessible to all. Prior to working full time at NDIA, she worked with NDIA, Penn Hill Group, National Skills Coalition, and Microsoft to create the Digital Equity Scorecard, providing a platform to compare US state digital equity plans. She also conducted and co-published research on gerrymandering in the State of Maine. Katie is a graduate of Swarthmore College with a bachelor's in computer science and French and Francophone studies.

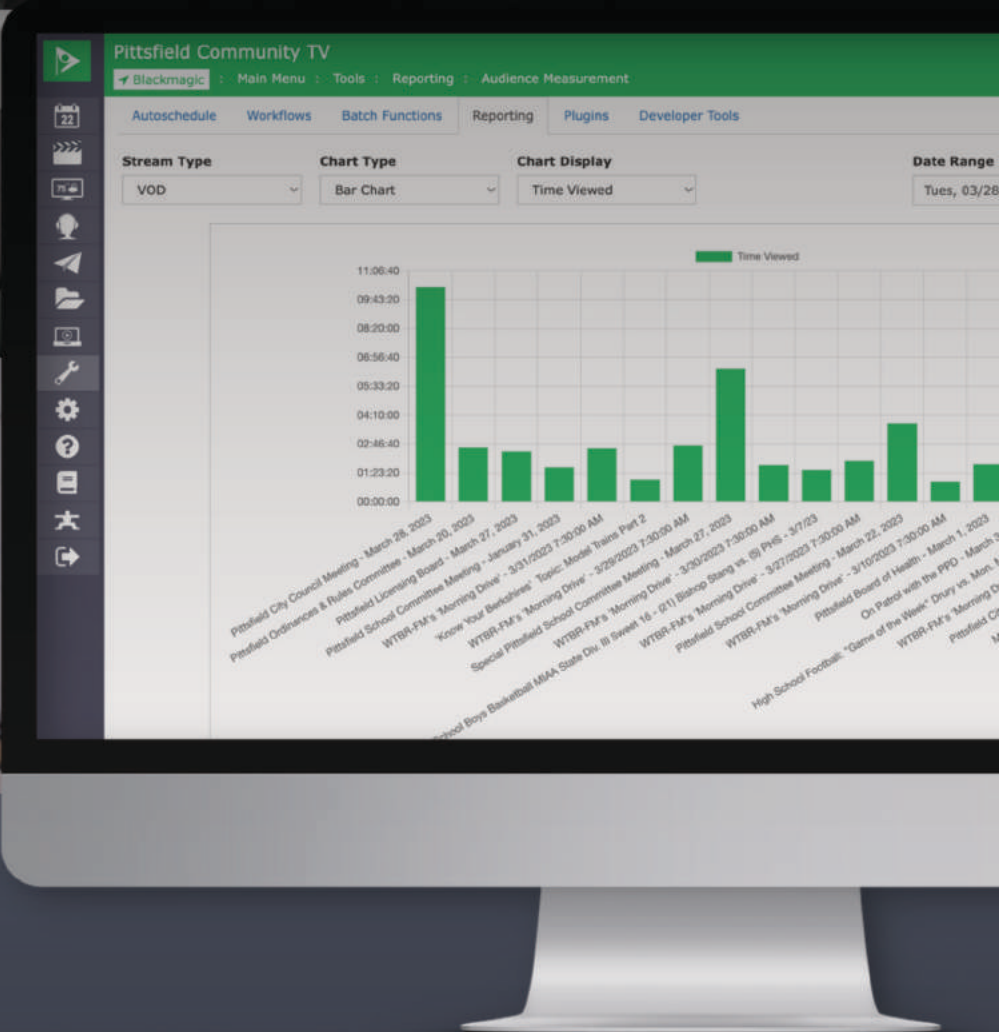
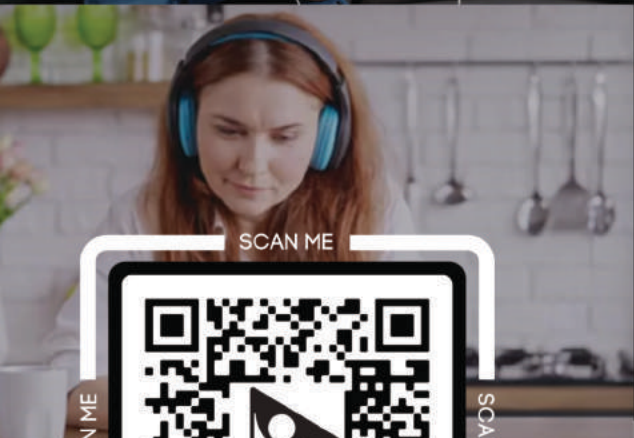
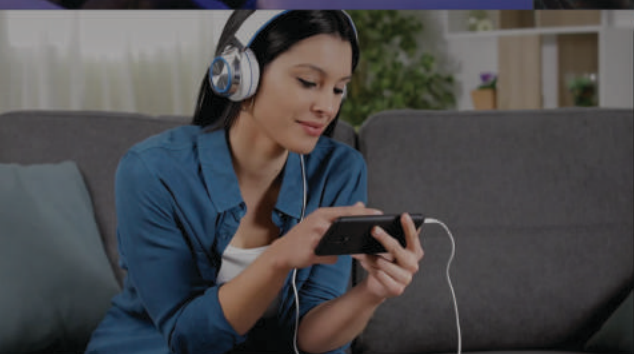
Lem Montero

Lem is the Community News Director at Public Media Network.

Matt Schuster

Matt has been working in the field of community media for more than 25 years and is the Executive Director for Public Media Network in Kalamazoo. While at Public Media Network, Matt has lead strategic initiatives for community journalism, narrative change, and an increased focus on amplifying voices and stories historically excluded from media. Matt has raised more than \$1.5 million in grant funding and diversified the organization's revenue. Previously, Matt was the Executive Director for TV Santa Barbara, the Multimedia Services Supervisor for Louisville Metro Government, the Cable Television Coordinator for Lake County, Illinois, and Meridian Township, Michigan. The Alliance for Community Media recognized Matt with the National Buske Leadership Award in 2013. Matt has taught media production at Antioch University Santa Barbara and Bellarmine University in Louisville. Matt has a Master's Degree in Media Arts from Michigan State University, and a Bachelor's degree from Western Michigan University.

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Michael J. Watza

Mr. Watza is Chair of the Governmental Regulatory Practice Group at Kitch, a full service Law firm based in Detroit, with offices in Lansing, Marquette, Mt. Clemens, Chicago, Ill., Toledo, OH and Honolulu, HI. Mr. Watza's practice provides litigated, legislative and regulatory solutions on behalf of municipal, health care and private sector clients, concerning Legislation, Complex Litigation, Governance Issues, Telecommunications including Cable and Cell Towers, Pipelines, Energy, Insurance and Gaming. He is a Michigan registered lobbyist. Michael also serves as Outside General Counsel to PROTEC, a consortium of over 100 Michigan Municipalities. He is also Outside General Counsel to Merit Network, a Michigan University Affiliate engaged in developing the Internet and hi-speed low cost access to it since 1966. He also Chairs the Novi EDC, Michigan Attorney Grievance Commission Grievance Panel #9, and the International Municipal Lawyers Telecommunications Committee. He was twice appointed by Governor Granholm and Snyder, to the Michigan Gaming Control Board, serving there for 8 years.

Mike has also served as Special Projects Counsel to the Michigan Municipal Risk Management Authority. Michael has served as an adjunct faculty member at Michigan State University College of Law teaching Communications Law & Policy and Ethics and the Practice of Law and the Michigan State University Institute for Public Utilities. In 2008, Michael successfully opposed Comcast's effort to move PEG channels to the 900 digital channel range resulting in, among other things, an apology by Comcast to Congress. He is presently leading PROTEC's effort to take back local public ROW by a series of legislative initiatives before the new 2023 Michigan Legislature.

Mike Wassenaar

Mike is the President & CEO of the Alliance for Community Media.

Tom Bishop

Tom is the Facilitating Partner at CauselImpact. He joined the organization in 2014, bringing with him more than thirty years of experience in the nonprofit sector, with twenty of that as chief executive. He has an extensive background in board development, strategic planning, marketing, communications, and social enterprise as well as expertise in pitching and presentations.

Tom Morris

Tom is the Production Manager at AccessVision, where he is responsible for recording and airing government meetings and high school sports. He enjoys working with volunteers, helping them with their editing to make the best program possible. From 2018-2020 He was involved with the Believe in Battle Creek Short Film Festival, Where he taught students how to tell their stories through video, with an emphasis on capturing and crafting their stories on their smart phones. "The best camera is the one that is with you." With that quote in mind Tom enjoys seeing what stories people create when they realize the same device they talk, text and surf their social posts can also help them have a voice to tell their story.

Traci Furman

In service to my community creating brave space where we can build and engage a civically active community. I think stories humanize issues and bring people together.

Public Media Network collecting and sharing local narratives centered on the themes of life that touch us all. This offer is for the people who are not often given a voice in media.

Narratives can connect through commonality and breakdown stereotypes and polarizing thoughts about our neighbors. My work includes increasing partner collaborations, developing new narrative programs, assisting with volunteer engagement, and conducting a community wide media needs assessment.

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PHILO FESTIVAL OF MEDIA ARTS AWARDS CEREMONY EMCEE



Bobb Vergiels has one of the most recognizable voices in Southeast Michigan and Northwest Ohio. He got his start in commercial radio in 1970 in Monroe but has really made his mark behind a microphone in the sports world, announcing more than 4,100 professional and collegiate sporting events since 1991. His stops include the Detroit Tigers for 15 years, University of Michigan basketball for 11 years, the Detroit Lions for 10 years and minor league hockey for nearly 25 years. (In fact, on Jan. 5, 2024, the Toledo hockey team will honor Bobb with a bobblehead.) Three years ago, he returned to radio, hosting the music show "Bringing Motown to Our Town" on Rewind 94-3 and "Bobbing Around Monroe," a talk show on an internet radio station. He's also the most sought-after emcee in the Monroe area, and has hosted Monroe visits by the President and Vice President of the United States.



CONFERENCE PLANNING COMMITTEE

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Addresses/Locations for the Conference:

Monroe County Community College - Laz-Y-Boy Center
1555 S. Raisinville Rd.
Monroe, MI 48161

River Raisin National Battlefied Park
333 North Dixie Hwy
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Michigan Beer and Wine Portal
8 North Monroe St.
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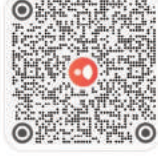
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Central States Region - Alliance for Community Media

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