

Register On-line www.alliancecm.org

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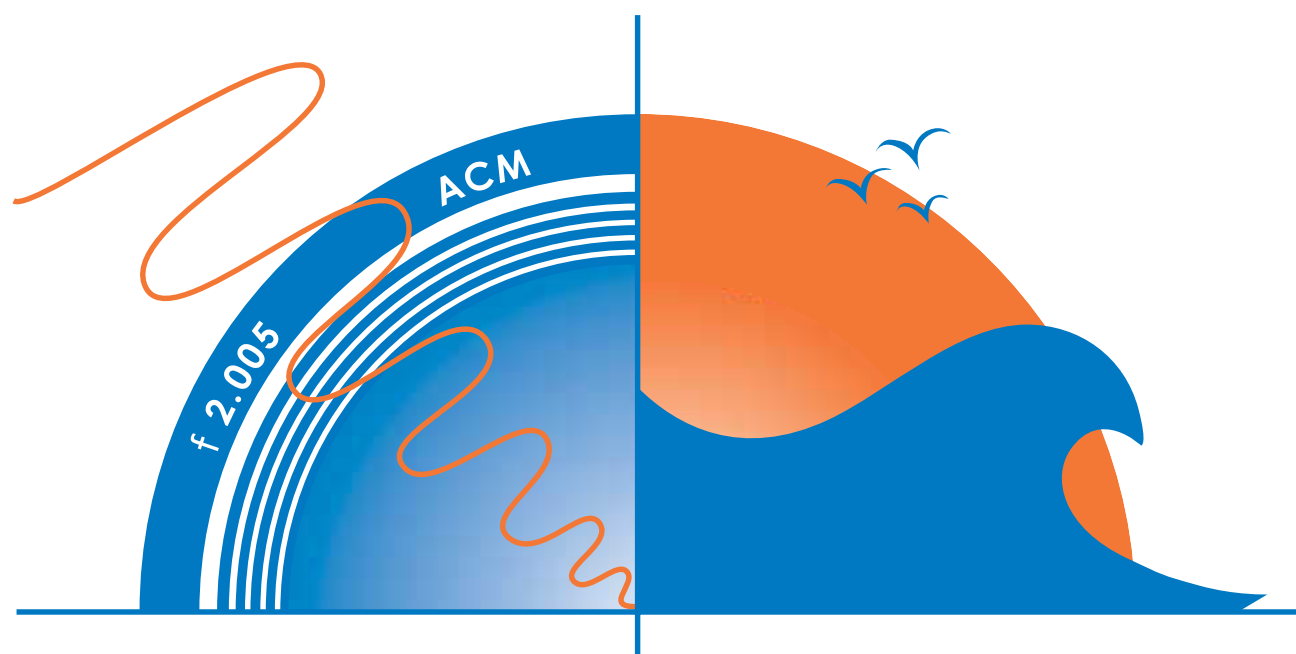
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Contact Margaret Wanca-Daniels at
Alliance Headquarters: 202-393-2650 or
marketing@alliancecm.org



Waves of Change

ALLIANCE for COMMUNITY MEDIA 2005 International Conference & Trade Show July 6 – 9th, 2005, Monterey, CA

Early Bird Registration Deadline: March 29, 2005

THE ALLIANCE INTERNATIONAL CONFERENCE & TRADE SHOW

Each year the Alliance for Community Media hosts an International Conference and Trade Show – four days of training sessions, workshops, trade show, and hospitality events. Attendees will receive up-to-date information and hands-on experience on subjects including engineering, production and technology, legislative and legal, management and administration, professional and volunteer development, community building, media literacy, and more.

The Alliance is a national non-profit membership organization that educates and advocates on behalf of community media. The Alliance provides peer professional training and community activist networking to professionals and volunteers who work in Public, Educational and Governmental (PEG) access through its national and regional conferences, website and list serves, quarterly journal, member newsletters, publications, videos, legislative and legal assistance.

Who Should Attend?

You should! Truly, anyone with an interest in Community Media and PEG Access, from producers to local government representatives, from media activists to board members, should attend as this will be a genuinely nontraditional conference with something for everyone.

- Community media professionals, volunteers, board members, producers, technical and engineering staff, activists
- Local government officials, cable regulatory commissioners and staff
- Educators, librarians, non-profit and social justice organizations
- All others involved in non-commercial media!

A. Access Past – Visit and Honor the Legacy of Access

Let's explore the roots of our industry, from the players who have been a part of the movement from the beginning. Learn about NYU's Alternate Media Center that gave birth to community television back in the early 70s...when cable was \$6 a month, and your equipment weighed more than your car.

B. Access Future – New Technology, New Media, New Markets, and New Opportunities for Access and Independent Producers

Along with panels of innovative access professionals and producers, explore how we can take advantage of new tools in our field to further our mission. What can I-nets or the internet do for the access producer? How do we identify and break into new markets that can benefit from the message?

C. Access Center Outreach Strategies and Training Curriculum

Tired of the same ol' same ol' when it comes to volunteer outreach and production workshops? Inject some juice into your volunteer program! What are other centers doing to target potential users, and how are they keeping their retention high? How are trainers keeping their classes informative, efficient, and interesting? Come take notes and share techniques.

D. Media and Telecom Public Policy

Come learn about federal and local media policy changes from the experts. How will new legislation trickle down to affect the access center? Get informed and get organized in order to keep access alive in your community.

E. Access Center Management & Development-Board/Administrators

The center is up and running, but how do we continue to grow a healthy organization? Hear from access professionals on creative funding strategies, long term planning for their centers, and building a healthy staff and board to sustain the mission of their organizations.

F. Media Democracy

The subject of media democracy made it into the mainstream this year, with the FCC softening media ownership rules and the nation responding with overwhelming concern. Learn how access centers and producers can keep media democracy in the forefront of our community consciousness.

G. Youth and Media Education

Access centers across the country form educational partnerships with schools in their service area. How are centers engaging individual teachers, and even entire school districts in utilizing access resources to compliment classroom curriculum? From one time documentaries by and for youth to entire channels dedicated to their work, learn how access centers are teaching students of all ages to have a voice through local media.

H. E-Government and I-Nets

With I-nets becoming more commonplace, government employees and access staff alike are learning how to take advantage of the tremendous power of this communication system. Hear examples of how cities and counties are utilizing their institutional networks and the internet to cut down on telecom costs, reach a wider audience, and communicate more efficiently.

I. Educational Access & E-Learning

Learn how educational institutions are utilizing new technologies, and how access centers are

partnering with schools to create innovative educational programming. How has distance learning evolved with new technologies? Learn how your community and your center can incorporate fresh ideas to diversify your "E" channels.

J. Producer's Advanced Training and Facility Tours

What are the new tricks of the trade in field shooting, studio production, and digital editing? Have you ever seen an I-net or digital playback in action? Get tips from those in the trenches, and share your own techniques with access peers. Plus, sign up to tour Monterey's own access center, AMP!

K. Cable License Renewal & Transfer

It's never too early to gear up for your franchise renewal. Hear from centers who have been there and done that recently, as well as consultants who can give you the 411 on negotiating the most for your center.

L. Conference Vendor Track

Too busy to cruise the vendor booths in between workshops? Sign up to talk one on one with the vendors who will be giving their own workshops of the latest production gear, playback equipment, and programming.

M. Hometown Track

Ever wanted to talk to the producer of that documentary that won a hometown award, or perhaps pick the brain of the woman that placed in the live to tape category? Now's your chance! This year, you can attend Hometown workshops, where winning producers will screen their work, and answer your questions.

CONFERENCE TRACKS

PRE-CONFERENCE WORKSHOPS

Wednesday, July 6, 1:00 pm – 5:00 pm

PEG Access and Smart Economies

PEG Access and Smart Economies would allow PEG Access professionals and advocates to develop an understanding of progressive economic and community development. Through case studies, presentations by innovative professionals, and issue framing exercises, participants will have the opportunity to become familiar with cutting edge theories and approaches to economic development; understand the politics of progressive economic development in the context of a global media culture; learn how to frame PEG as a positive element in their community's development initiatives; and, create positive relationships with independent producers and new media producers, locally and globally.
Workshop Leader: Fred Johnson, Director, Community Media and Technology Program, UMass Boston.

The Art and Strategy of Franchise Renewal

There is a great deal to be gained or lost by a community during franchise renewal. This workshop will provide a clear and concise understanding of the franchise renewal process. It will provide a step-by-step guide to help attendees navigate the language, process, and strategies of franchise renewal. Learn how to create favorable outcomes, best practices for franchises, the latest on what works and who is doing it. *Workshop Leader:* Sue Buske.

SPECIAL SESSIONS

First Timer's Orientation:

Wednesday, July 6, 5:00 pm – 6:00 pm

New Alliance members and first-time conference attendees are invited to join Alliance Chair Tom Bishop and Executive Director Anthony Riddle for this special meeting. Be sure to mark the registration form that you are a "first-timer." A letter of invitation will be sent to you.

All Attendees are welcome to participate in the following special sessions and activities (*see schedule*):

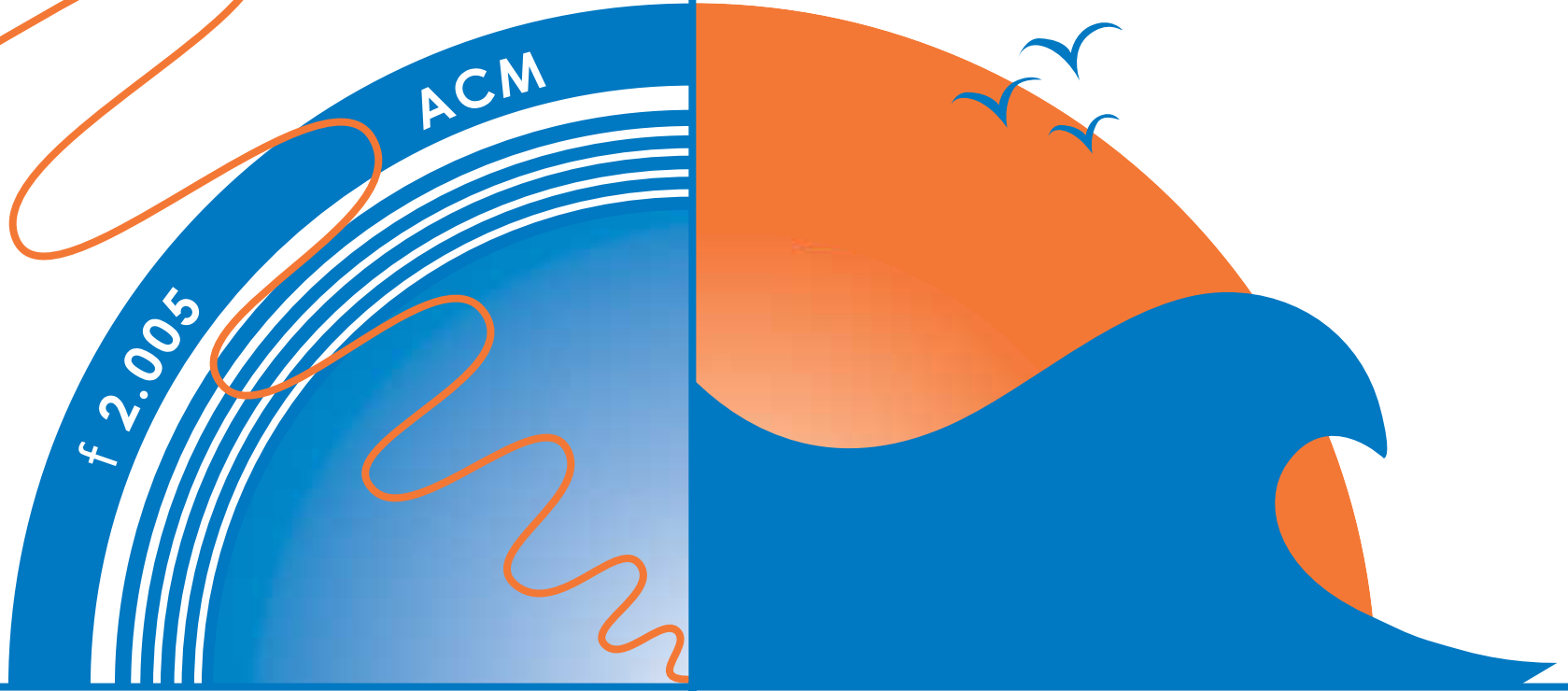
- Equal Opportunity Caucus
- Grassroots Caucus
- Regional Chapter Meetings
- Membership Meetings
- Networking Roundtables/Mentor Lunches
- Alliance for Communications Democracy
- Community Media Review Meeting

CONNECTIONS

For more information about the Alliance Conference, City of Monterey, and many regional amenities, you can check out the following websites:

Alliance for Community Media: www.alliancecm.org
Marriott Monterey: www.marriott.com
Monterey County CVB: www.montereyinfo.org
Local Planning Committee: www.ampmedia.org

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Waves of Change

MONTEREY, CA

ALLIANCE for COMMUNITY MEDIA

2005 International Conference & Trade Show

July 6 – 9th, 2005

Marriott Monterey, Monterey, CA

Register On-line at www.alliancecm.org
 Deadline for Early Bird Registration is March 29, 2005

CONFERENCE SCHEDULE

<p>Tuesday, July 5 4:00 pm Alliance Board Meeting</p> <p>Wednesday, July 6 8:00 am – 5:00 pm Registration 8:00 am – 4:00 pm Alliance Board Meeting 1:00 pm – 5:00 pm Pre-Conference Workshops 5:00 pm – 6:00 pm First Timer's Orientation 6:00 pm Welcome Reception</p> <p>Thursday, July 7 8:00 am – 5:00 pm Registration 7:30 am – 9:00 am Tradeshow Opens w/Breakfast 9:00 am – 5:00 pm Tradeshow 9:00 am – 10:30 am Opening Ceremony and Opening Panel Plenary Session</p>	<p>10:45 am – 12:15 pm 12:15 pm – 1:30 pm 12:15 pm – 1:30 pm</p> <p>1:30 pm – 3:00 pm 3:00 pm – 4:00 pm 4:15 pm – 5:15 pm 5:00 pm – 6:00 pm Evening on Your Own</p> <p>Friday, July 8 8:00 am – 5:00 pm 8:00 am – 5:00 pm 9:00 am – 10:00 am 10:30 am – 12:00 pm 12:00 pm – 2:00 pm</p>	<p>WORKSHOP SESSION 1 FLASH! Roundtable Discussions Alliance for Communications Democracy (<i>open to the public</i>) WORKSHOP SESSION 2 Membership Meeting Equal Opportunity Caucus CMR Meeting</p> <p>Registration Tradeshow Regional Meetings WORKSHOP SESSION 3 Keynote/Awards Luncheon</p>	<p>2:15 pm – 3:15 pm 2:15 pm – 3:15 pm 2:15 pm – 5:00 pm 3:15 pm – 5:00 pm 6:00 pm 7:00 pm</p> <p>Saturday, July 9 8:30 am – 10:00 am</p> <p>10:15 am – 11:45 am 12:00 pm – 2:00 pm 2:15 pm – 3:45 pm 4:00 pm 5:00 pm</p>	<p>Equal Opportunity Caucus Vendor Demonstration Facilities Tours Membership Meeting Awarding of Hometown Plaques Party at the Memory Gardens</p> <p>Trade Show Raffle and Membership Meeting WORKSHOP SESSION 4 Keynote/Awards Luncheon WORKSHOP SESSION 5 Closing Ceremony Alliance Board Meeting</p>
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REGISTRATION INFORMATION

GETTING THERE – TRANSPORTATION

Getting to Monterey by air transportation is easy, fly directly into the Monterey Peninsula Airport, located just ten minutes from the Monterey Marriott Hotel. Other nearby airports include San Jose, San Francisco, and Oakland – San Jose International Airport is a hour and a half drive, San Francisco International Airport or Oakland International Airport takes about an hour and forty-five minutes. All of these airports have rental cars available, or from San Jose or San Francisco you can arrange to be picked up by the Monterey Salinas Airbus. The Airbus runs 11 trips daily to and from both the San Francisco Airport (\$35 one way – \$70 round trip) and the San Jose Airport (\$30 one way – \$60 round trip) to downtown Monterey. Drop off and pick-up at the

Monterey Marriott for no additional charge as long as the passenger has made a reservation in advance. www.montereyairbus.com

Airlines: America West; travel dates June 30 – July 14, 2005; Code #AP7027T. Call: 800-548-7575. 10% discount for 60 day advance ticketing and 5% after that.

STAYING THERE – HOTEL REGISTRATION

Marriott Monterey: 350 Calle Principal, Monterey, CA 93940
Reservations: 800-228-9290 or 831-649-4234
Conference rate: \$145 single/double per night, plus state and local taxes. Please reference the Alliance for Community Media (ACM) for the conference rate. **ACM room block deadline is Wednesday, June 15, 2005. All reservations must be made this date in order to get the negotiated ACM room rate.**

ACM will be able to offer alternative/low cost housing; such as: the Monterey Hostel, home stays at the Unitarian Universalist Church of the Monterey Peninsula and Unity of Monterey Bay or camping at the Veteran's Memorial Park – contact AMP for information on all low cost housing options

SCHOLARSHIPS

Grassroots scholarships for conference registration are available through the Regions. Contact the Regional Chairs or the Alliance headquarters office at 202-393-2650 for more information. Deadline for applications is April 29, 2005.

CANCELLATION/REFUNDS

If you need to cancel, please notify our Conference Coordinator in writing. You may transfer your registration or request a refund. Refunds, less a \$20 handling fee, will be issued

as follows:

- Full refund if request received by June 3, 2005
- Half refund if request received by June 24, 2005
- No refund after July 1, 2005

ALLIANCE NATIONAL OFFICE

Alliance for Community Media
 666 11th Street, Suite 740
 Washington, D.C. 20001-4542
 Voice: 202-393-2650, Fax: 202-393-2653
 E-mail: acm@alliancecm.org
 Web: www.alliancecm.org

CONFERENCE COORDINATOR

Drohan Management Group
 12100 Sunset Hills Road, Suite 130
 Reston, VA 20190
 703-437-4377, Fax: 703-435-4390
 Email: rturner@drohanmgmt.com

REGISTER EARLY! REGISTER ON-LINE www.alliancecm.org! EARLY BIRD DEADLINE: March 29, 2005

(Please print or type this form – one per person – photocopies will be accepted)

First and Last Name _____		Title _____	
Organization/Company _____			
Street or PO Box Address _____			
City _____	State _____	Zip Code _____	Country _____
First Name to Appear on Name Badge _____			
Daytime Telephone _____		Evening Telephone _____	
Fax _____	E-mail _____		

I am attending the conference for the first time

Membership Status

- Individual Member
- Organizational Member
- Non Member
- I am Joining Now
(see membership)

Special Needs

- I am on a restricted diet. My requirements are: _____
- I have special needs under the American Disabilities Act.

A. Registration Fees

(Registration form must be postmarked by deadline date. No Exceptions!)

	Earlybird Deadline 3/29/05	Regular Deadline 6/24/05	On-Site 7/7/05- 7/9/05
Members			
Full Conference with special events and meals	<input type="checkbox"/> \$335	<input type="checkbox"/> \$360	<input type="checkbox"/> \$385
Full Conference without special events and meals	<input type="checkbox"/> \$265	<input type="checkbox"/> \$290	<input type="checkbox"/> \$315
One Day Only (<i>no special events/meals</i>)			
<input type="checkbox"/> Thurs. <input type="checkbox"/> Fri.	<input type="checkbox"/> \$130	<input type="checkbox"/> \$130	
<input type="checkbox"/> Sat.	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	
Non Members			
Full Conference with special events and meals	<input type="checkbox"/> \$425	<input type="checkbox"/> \$450	<input type="checkbox"/> \$475
Full Conference without special events and meals	<input type="checkbox"/> \$355	<input type="checkbox"/> \$380	<input type="checkbox"/> \$405
One Day Only (<i>no special events/meals</i>)			
<input type="checkbox"/> Thurs. <input type="checkbox"/> Fri.	<input type="checkbox"/> \$165	<input type="checkbox"/> \$165	
<input type="checkbox"/> Sat.	<input type="checkbox"/> \$135	<input type="checkbox"/> \$135	

B. Pre-Conference Workshops – Wednesday, July 6. Please register.

The Art and Strategy of Franchise Renewal	Members <input type="checkbox"/> \$ 30	Non-Members <input type="checkbox"/> \$ 50
PEG Access and Smart Economics	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 50

C. Meals and Special Events

(These fees are included in Full Conference with special events and meals. You may wish to purchase additional tickets.)

Awards/Keynote Luncheon – Friday, July 8	<input type="checkbox"/> \$ 30
Party at Memory Garden – Friday, July 8	<input type="checkbox"/> \$ 30
Awards/Keynote Luncheon – Saturday, July 9	<input type="checkbox"/> \$ 30

D. Membership

- \$350 Organizational Membership (*Full year from receipt of check*)
- \$70 Subscribing Member (*individual*) (*Full year from receipt of check*)

For other levels of organizational and individual membership and benefits, please contact Alliance Headquarters at 202-393-2650.

All prices listed in this brochure are in U.S. Dollars. Conference attendees from outside the U.S. must pay by Cashier's Check or Money Order made out in U.S. funds to the "Alliance for Community Media." All attendees may pay by credit card.

- Visa Mastercard American Express

Card No. _____ Exp. Date _____
 Signature _____

TOTAL

A. Registration Fee	\$ _____
B. Pre-Conference Workshops	\$ _____
C. Meals/Special Events	\$ _____
D. Alliance Membership	\$ _____
TOTAL AMOUNT ENCLOSED	\$ _____

On-line Registration www.alliancecm.org
 Please enclose your payment and mail or fax this form to:
 2005 Alliance for Community Media Conference
 666 11th Street, Suite 740
 Washington, D.C. 20001-4542
 Fax: 202-393-2653