

INNOVATE

Schedule at a Glance

Time	Event	Location
TUESDAY, July 26		
8:30 am – 5:00 pm	ACM National Board Meeting	<i>Tucson Salon B</i>
WEDNESDAY, July 27		
8:30 am – 7:30 pm	Registration	<i>Tucson Foyer</i>
8:30 am – 12:00 pm	ACM National Board Meeting	<i>Tucson Salon B</i>
9:00 am – 12:00 pm	Morning Pre-Conference Workshops	
	Fundraising Strategies for Community Media Centers (Part I)	<i>Arizona Salon 1</i>
	Drupal Bootcamp: For Techies & Non-Techies	<i>Arizona Salon 3</i>
	Final Cut Pro Training Clinic/Basic	<i>University of Arizona Campus*</i>
	Tapeless Workflow in Your Community Media Center	<i>Arizona Salon 5</i>
12:00 pm – 1:30 pm	Lunch on Your Own	
1:30 pm – 4:30 pm	Afternoon Pre-Conference Workshops	
	Fundraising Strategies for Community Media Centers (Part II)	<i>Arizona Salon 1</i>
	Broadband Media Centers as Anchor Institutions <ul style="list-style-type: none"> • Panel I: The BTOP Grant Process, the Role of CAI's and the Future of Federal Funding • Panel II: Connected Broadband Media Centers and Their New Services 	<i>Arizona Salon 3</i>
	Final Cut Pro Training Clinic/Advanced	<i>University of Arizona Campus*</i>
	Fiber in the Community Media Center	<i>Arizona Salon 5</i>
	Fostering Citizen Journalism in Your Community	<i>Arizona Salon 8</i>
5:00 pm – 6:00 pm	New Attendee Orientation	<i>Arizona Salon 12</i>
5:00 pm – 8:00 pm	Exhibit Hall	<i>Arizona Salons 6&7</i>
6:00 pm – 8:00 pm	Taste of Tucson Opening Reception	<i>Arizona Salons 6 & 7</i>

2011 Conference & Exhibition

THURSDAY, July 28

8:00 am – 5:00 pm	Registration	<i>Tucson Foyer</i>
8:00 am – 7:00 pm	Exhibit Hall Open	<i>Arizona Salons 6 & 7</i>
9:00 am – 11:00 am	Opening Session and Keynote	<i>Tucson Salons F - J</i>
11:00 am – 12:30 pm	Concurrent Workshops: Session I	
	Effective Uses of Social Media for CMC's and Community Organizations	<i>Arizona Salon 1</i>
	So What is Capital: An In-Depth Explanation	<i>Arizona Salon 2</i>
	Collaborations 101	<i>Arizona Salon 3</i>
	Power Up Your Access Website for Video	<i>Arizona Salon 4</i>
	Update on the CAP Act, FCC, and the Comcast Merger	<i>Arizona Salon 5</i>
	By Youth, For Youth, and Youth Media Collaborations	<i>Arizona Salon 8</i>
12:30 pm – 2:00 pm	Bag Lunch	<i>Arizona Salons 6 & 7</i>
12:30 pm – 2:00 pm	Alliance for Communications Democracy	<i>Arizona Salon 9</i>
12:45 pm – 1:55 pm	Special Session I	<i>Arizona Salons 10 & 11</i>
1:00 pm – 1:30 pm	Telvue Tech Vendor Showcase	<i>Arizona Salons 6 & 7</i>
2:00 pm – 3:30 pm	Concurrent Workshops: Session II	
	Digital Storybooks Online: Archiving and Aggregating Community Videos	<i>Arizona Salon 1</i>
	Becoming and Community Media Center (Part I)	<i>Arizona Salon 2</i>
	New Funding Paradigms	<i>Arizona Salon 3</i>
	There's a Television Studio in My Pocket! Smart Phones & Flip Camera Influencing Community Media	<i>Arizona Salon 4</i>
	Ask the Lawyers	<i>Arizona Salon 5</i>
	Stepping Up Your Training to Reach New Audiences	<i>Arizona Salon 8</i>
4:00 pm – 5:00 pm	EO Caucus Meeting	<i>Arizona Salon 9</i>
4:00 pm – 5:00 pm	Special Session II	<i>Arizona Salons 10 & 11</i>

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5:00 pm – 6:00 pm	Membership Meeting Overview (if needed)	<i>Arizona Salons 10 & 11</i>
6:00 pm – 7:30 pm	Region Board Reception	<i>Tucson Salons C & D</i>
FRIDAY, July 29		
8:00 am – 5:00 pm	Registration	<i>Tucson Foyer</i>
8:00 am – 11:30 am	Exhibit Hall Open	<i>Arizona Salons 6 & 7</i>
8:30 am – 10:00 am	Regional Meetings	<i>Arizona Salons 1, 2, 3, 4, 5, 8, 9</i>
8:30 am – 10:00 am	Special Session III	<i>Arizona Salons 10 & 11</i>
10:00 am – 10:30 am	Exhibitor Drawing	<i>Arizona Salons 6 & 7</i>
10:30 am – 12:00 pm	Concurrent Workshops: Session III	
	Good News! PEG Access News Programming Continues Tradition of Community Reporting	<i>Arizona Salon 1</i>
	Becoming a Community Media Center (Part 2): Relevance, Efficiency and Distribution	<i>Arizona Salon 2</i>
	But What About Grants?	<i>Arizona Salon 3</i>
	Network Needs for New Technologies	<i>Arizona Salon 4</i>
	Tell Your Story Roundtable	<i>Arizona Salon 5</i>
	The CMC as a Community Gathering Place: Open Your Doors and Go Beyond TV	<i>Arizona Salon 8</i>
12:00 pm – 2:00 pm	Lunch on Your Own	
2:00 pm – 3:30 pm	Concurrent Workshops: Session IV	
	Creating Hyper Local Community Reporting in Diverse Communities	<i>Arizona Salon 1</i>
	Measuring Up?	<i>Arizona Salon 2</i>
	Turn Up the Radio: Exploring Collaborative Opportunities for PEG and LPFM	<i>Arizona Salon 3</i>
	Engineering for Non-Engineers	<i>Arizona Salon 4</i>
	Franchise Renewal 2011	<i>Arizona Salon 5</i>
	Raising Your Profile Through Branding and Messaging	<i>Arizona Salon 8</i>

2011 Conference & Exhibition



4:00 pm – 5:30 pm	ACM Annual Member Meeting	<i>Arizona Salons 10 & 11</i>
6:00 pm – 8:30 pm	Hometown Video Awards & ACM Leadership Awards Dinner	<i>Arizona Salons 6 & 7</i>
SATURDAY, July 30		
8:00 am – 10:00 am	Registration	<i>Tucson Foyer</i>
9:30 am – 10:30 am	Concurrent Workshops: Session V	
	Citizen Journalists or Community Reporters? A Discussion of Career “Options” in a Volunteer World	<i>Arizona Salon 1</i>
	Benefits, Bonuses, and Birthday Cakes	<i>Arizona Salon 2</i>
	Creating a Culture of Fundraising in Your Organization	<i>Arizona Salon 3</i>
	Inside-Out: Tapeless Workflow at Your CMC	<i>Arizona Salon 4</i>
	State Franchising: The Good, the Bad and the Ugly	<i>Arizona Salon 5</i>
	Keeping Your Community in the Loop	<i>Arizona Salon 8</i>
10:30 am – 12:30 pm	Closing Plenary Brunch	<i>Arizona Salons 6 & 7</i>

*Transportation to workshops at the University of Arizona will be provided by the ACM. All attendees must be in the hotel lobby at least 45 minutes prior to the scheduled start time of each workshop to guarantee a seat, and will be returned to the hotel following the conclusion of each workshop (with the final van leaving University of Arizona by 4:45 on July 27, 2011).