

# Great Lakes BIONEERS Pre-Conference

# Community MEDIA

Thursday • October 16 • 1:00PM - 6:00PM  
Oleson Center • Northwestern Michigan College

**Free speech, public access and open networks are critical componets of a healthy democractic civil society.** Community Media Centers play an important role in maintaining the public's access to communication tools. Join us for this half day conference focused on Community Media in the Grand Traverse Bay area.

**Lauren-Glenn Davitian, Executive Director of CCTV's Center for Media & Democracy based in Burlington, Vermont,** will open the conference with Change the World with Strategic Communications -- "Do we need a new website?" "Should we use social networks to raise money?" "How do we get more people to watch our TV shows?" These are some of the important questions to help you or your organization frame a communication strategy. Lauren-Glenn is recipient of Public Access TV's highest honor — the George Stoney Award for Humanistic Communication. The award, named after the "father of public-access television," is given out annually by the Alliance for Community Media to a person or organization whose work promotes free speech, social action and public access to media outlets.

**The conference will also highlight the new Northwest Michigan Community Media Center (NWMCMC),** which has taken over the operation of public access channel 2 and government access channel 99 on the local cable system. LIAA, a nonprofit with 15 years of experience in public information technology is overseeing NMCMC. The media center will provide training, media tools and access to the new production studio for producing local community media programs. Joe VanderMeulen, Ph.D., Executive Director of LIAA will provide an overview of the new facility and how the organization is structured.

## SCHEDULE

### Plenary 1 - 2PM

- **Opening Remarks**

— Bob Russell, *Neahtawanta Center*

- **Public Access Television Saved! Making Media Available to Northwest Michigan**

— Joe VanderMeulen, *LIAA*

- **Change the World with Strategic Communication**

— Lauren-Glenn Davitian,  
*Center for Media & Democracy*

### Workshop sessions, repeated twice, 2 - 5PM

- *Creating Media — Examples from Local Producers*
- *Changes in Media Access Technologies & Policies*
- *Tell your Story and Make a Difference*
- *Touring the new NMCMC facilities*

Wrap up with examples of local media productions

More details at [www.nrec.org/mediacnf](http://www.nrec.org/mediacnf)  
or call (231) 223-7315

You can register online at [events.glbconference.org](http://events.glbconference.org) or fill out the form below

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Registration fee (\$25.00) \$ \_\_\_\_\_ or I'm on limited income, I can pay \$ \_\_\_\_\_

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Mail to: Neahtawanta Center, 1308 Neahtawanta Road, Traverse City, MI 49686