

## Issue Based Strategy Sessions

The issue-based strategy sessions are facilitated forums that aim to bring together media activists and community groups to visualize collaborative approaches to using media as a tool for regional movement-building. There will be opportunity at the beginning for people to propose a breakout on a topic they are interested in discussing, (climate change, prison issues, etc.), or to join breakouts that are already under development.

**1:00pm-1:30pm:** Conference participants gather to determine issues they are interested in working on, already formed breakouts will present what they will be discussing.

**1:30pm-3:30pm:** Smaller group breakouts to determine plans for action.

**3:30pm-4:30pm:** Reconvene together to share what was discussed in smaller groups, determine next steps for action and what commitments will be needed for follow up.

## Confirmed breakouts so far include:

### Regional Radio Breakout

This session will further discussions that have been taking place over the last couple of years among Northwest community radio stations on how work in closer collaboration with each other. The goal of this breakout is to come up with practical ideas that can be done to help community radio in Cascadia better serve communities and work together in mutual aid, then empower people to begin doing them.

### CMC Regional Planning Committee

This session will seek to broaden the planning process for future CMCs, as well as discuss other potential programs or projects that can be developed year round to build capacity and connections among grassroots media makers in the NW. Ideally we'd like to get participation and input for the planning process from at least 5-10 people representing different cities from around the region.

## DONATE NOW!

<https://www.indiegogo.com/projects/cascade-media-convergence#/>  
Send checks made out to:

(NAAME) Northwest Alliance for Alternative Media & Education  
NAAME, 816 Adams St. SE, Olympia, 98501

## Friday, November 13th

**7:00pm-10:00pm:** CMC Opening Reception and Movie Night  
Anarres Community Center, 7101 N Lombard.

Featuring: Portland premier of "Resistencia: The Fight for the Aguan Valley," with independent filmmaker Jesse Freeston.

Come early to mingle with conference attendees and register for the CMC, stay late and discuss the *Resistencia* with the filmmaker.

Beginning with the historic moment of the Honduran coup of 2009, *Resistencia: The Fight for the Aguan Valley* follows three key members of the farmers' resistance over four years as they attempt to implement participatory democracy in their new communities.

### Saturday Evening Keynote

**6:00pm-8:00pm:** Keynote Presentation: Octavia's Brood- Science Fiction Stories from Social Justice Movements  
Presented by Walidah Imarisha and adrienne maree brown  
Smith Center 328

The co-editors/writers will present about their new anthology *Octavia's Brood* in the context of the history of sci fi and social change, sharing tools for using science fiction as a practice ground for social justice strategizing and vision.

### Saturday Night Concert & Hip Hop Showcase

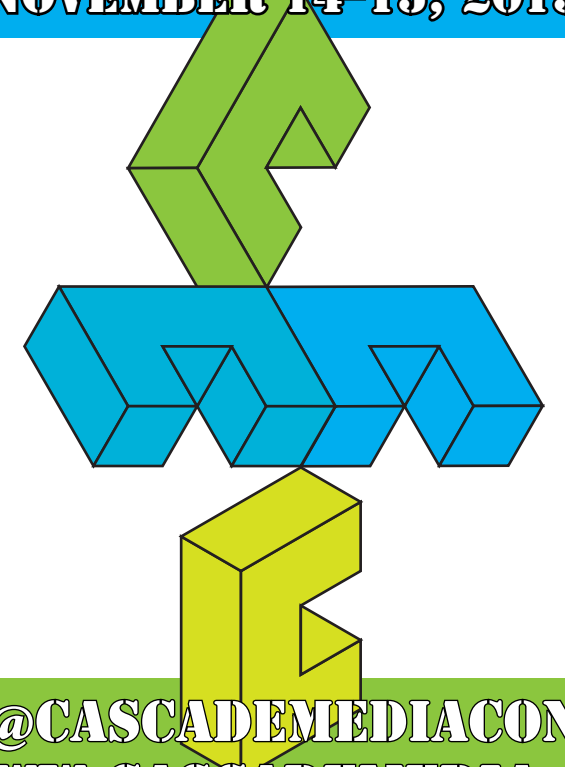
**9:30pm-1:00am:** CMC Saturday Concert: Unite the People  
at 311 N Ivy St (near Fremont & Vancouver)  
Presented by RLM Entertainment [www.rlm-entertainment.com](http://www.rlm-entertainment.com)

This show will feature some of the best politically conscious music from around the region, mostly Hip Hop but with some protest folk thrown in for good measure.

Performers include: Rahman Jamaal- LA emcee, Shamako Noble-MC/DJ Hip Hop Congress, Mic Crenshaw- Hip Hop activist/ emcee, George Mann- protest folk, David Rovics – protest folk, Talilo Marfil- Portland emcee, Quincy Davis- Portland emcee, Poesia- hip hop, Silas Blak- hip hop, Rhythm Bandits- break dancing, Taryn Wright- dance performance

# CASCADE MEDIA CONVERGENCE

NOVEMBER 14-15, 2015



@CASCADEMEDIACON  
[WWW.CASCADEMEDIA.CC](http://WWW.CASCADEMEDIA.CC)

Sponsored by NAAME, KOWA, Widmer Brothers, KBOO,  
Media Island, RLM Entertainment & Hip Hop Congress



# CASCADE MEDIA CONVERGENCE NOVEMBER 14-15, 2015

Saturday	Room 238- Browsing Lounge	Room 236- Cascade	Room 294	Room 296	Room 328
10-noon Workshop session 1	<b>Strategic Podcasting</b> Paul Ritsmandel- Radio Survivor In this interactive workshop together we'll tackle the real-world questions that all podcasters face, from show topics and formats, to hosting, promoting and building audiences. With a particular focus on podcasting as a tool for community building and social justice, new and experienced podcasters alike will come away with fresh strategies, ideas and inspiration.	<b>What the Bleep Happened to Hip Hop?</b> Shamako Noble- Hip Hop Congress This interactive workshop and public education campaign that raises awareness and explores the dangerous power corporations currently wield over the hip hop industry and society in general.	<b>Citizen/Activist Journalism</b> Chris Fuzell and Todd Blaize- Portland Community Media Portland Community Media has purchased some brand new iPad filmmaking kits that will make recording events and protests much simpler. We will also discuss the technology of streaming video to the internet live from anywhere in the city.	<b>Radio Race</b> John Connolly & from XRAY FM The Radio Race is a program under development by XRAY FM to hold a series of friendly competitions to challenge new & experienced radio producers to use their powers for good, & see who can most quickly produce a radio piece highlighting the good work of local community groups & non-profits. This first session will cover the basic skills needed to produce a radio piece, writing for radio, voicing & recording.	
12-1pm Lunch					
1-1:30 Intros 1:40-3:50 Breakouts 4:00-5:00 Wrap Up	<b>Regional Radio Breakout-</b> This session will further discussions that have been taking place over the last couple of years among Northwest community radio stations on how work in closer collaboration with each other. The goal of this breakout is to come up with practical ideas that can be done to help community radio in Cascadia better serve communities and work together in mutual aid, then empower people to begin doing them.	<b>CMC Regional Planning Committee-</b> This session will seek to broaden the planning process for future CMCs, as well as discuss other potential programs or projects can be developed year round to build capacity and connections among grassroots media makers in the NW. Ideally we'd like to get participation and input for the planning process from at least 5-10 people representing different cities from around the region.	Additional Breakout TBA		Open Room
6:00pm- 8:00pm	<b>Keynote Presentation: Octavia's Brood- Science Fiction Stories from Social Justice Movements;</b> Presented by Walidah Imarisha and adrienne maree brown; Smith Center 328 The co-editors/writers will present about their new anthology Octavia's Brood in the context of the history of sci fi and social change, sharing tools for using science fiction as a practice ground for social justice strategizing and vision.				
9:30pm- 1:00am	<b>CMC Saturday Concert: Unite the People at 311 N Ivy St (near Fremont &amp; Vancouver)</b> Presented by RLM Entertainment; This show will feature some of the best politically conscious music from around the region, mostly Hip Hop but with some protest folk thrown in for good measure. \$10 Performers include: Rahman Jamaal- LA emcee, Shamako Noble- MC/DJ Hip Hop Congress, Mic Crenshaw- Hip Hop activist/ emcee, George Mann- protest folk, David Rovics – protest folk, Talilo Marfil- Portland emcee, Quincy Davis- Portland emcee, Poesia- hip hop, Silas Blak- hip hop, Rhythm Bandits- break dancing, Taryn Wright- dance performance				
Sunday	Room 238- Browsing Lounge	Room 236- Cascade	Room 294	Room 296	Room 328
10-11:30 2nd Workshop Session	<b>Sci Fi and Direct Action Training</b> adrienne maree brown and Walidah Imarisha of Octavia's Brood Participants will use familiar stories of other worlds (such as Star Wars, Lord of the Rings, Oz, Harry Potter, etc.) to design direct action campaigns that parallel the world we are fighting for in the here and now. By the end of the session, regimes will be toppled, evil forces vanquished and solid skills in direct action organizing developed.	<b>Grassroots Filmmaking</b> Jeff Barehand & Russell Brooks- Olympia Film Collective Co-founders Jeff Barehand and Russell Brooks of the Olympia Film Collective offer strategic solutions to forming a collective of filmmakers and building an art community around it. Items to be discussed are building community partnerships, fiscal sponsorship opportunities, positioning yourself for other media based opportunities.	<b>Help Us Help You</b> Oregon Community Media Ani Haines- KBOO Community Radio, Portland Connie Saldana- KSKQ Radio, Ashland Sue Matters- KWSO Radio, Warm Springs Facilitated by Erin Yanke of KBOO Your community radio station is always ready to help you promote and cosponsor events. Come learn what we need to be effective community partners to you, from press releases to on-air announcements, to live remote broadcasts.	<b>Real Life Music</b> Talilo Marfil- RLM Entertainment I will be showing those that attend the services rlm provides to the community. The presentation will explain how rlm uses music to help people.	
Sunday 11:45- 1:15 3rd Workshop Session	<b>Digitally Inclusive Communities</b> Amy Honisett, Public Training Librarian, Multnomah County Libraries Arturo Colorado-Munoz- Media Education Coordinator, Portland Community Media Colleen Dixon- Director of Public Services, Free Geek Drew Pizzolato- Digital Literacy Project Coordinator, Literacy, Language and Technology Research Group, Portland State How do communities define and work toward digital inclusion? Panelists representing a variety of perspectives from the Digital Inclusion Network will provide insights from their unique contexts.	<b>ArtsMedia</b> Sylvia Richardson- Latin Waves Media Resistance to injustice can be a joyful path of co-creation. In this workshop we play, dance, paint and practice self-care to visibilize a path.	<b>LPFM Roadshow</b> Betty J. McArdle Oregon Community Media /Community Media Assistance Project Mike Brown, Brown Broadcast Services Inc, Mike Johnson, Facilitated by Betty McArdle of CMAP An opportunity to ask questions to LPFM experts! We'll go over basics of getting started, equipment needs, coverage, support, and much much more.	<b>Respectful Revolution: Documenting Positive Action – Inspiring Change</b> Gerard Ungerman & Stacey Wear- Respectful Revolution 20,000 miles covered around the U.S. by motorcycle and 200 people interviewed on camera about their work at making the world a better place. Sounds fun? Come meet the instigators of the RESPECTFUL REVOLUTION project, see what they have already done, why and how they're doing it, and what's next all for the sake of "Documenting Positive Action & Inspiring Change."	
1:15-2:00 Lunch. Room 236: Lunch time film screening of Run Charlie Run. Run Charlie Run covers Charlie Hardy's run for the 2014 Wyoming Senate seat as a progressive Democrat, and the funny low budget adventures on the high moral road with a few completely average, slightly eccentric folks. This 15 minute preview of the upcoming feature length film is being shown by the former Campaign Manager Bruce Wilkinson, who will talk about some of the lessons he learned in how grassroots media plays a part in a political campaign, and how that political campaign can follow deeper the movements.					
2-3:30 4th Workshop Session	<b>Reporting for the Real World</b> Arun Gupta- independent journalist In this hands-on workshop, award-winning publisher, editor, & investigative reporter Arun Gupta gives a thorough introduction to the techniques & principles of reporting, information gathering, interviewing, and how to shape the news. Taking a scientific approach toward the best practices of journalism, Arun will offer invaluable tools for reporters & activists alike, especially how to engage with almost anyone, learn how to draw their real opinions, & tips on how to help shift their politics & attitudes toward a more radical perspective.	<b>Story Based Strategy – How Changing the Story Changes the World</b> James John Bell & J Cookson- SmartMeme Studios Learn how environmental and social justice movements successfully construct stories that intervene and change existing dominant narratives in a process called story-based strategy. Includes case studies from SmartMeme's work with movements over the last decade presented in a dynamic interactive multi-media workshop format. Relevant for graphic designers, writers, online campaigners, grassroots organizers and activists.	<b>Covering Movements in Motion: Grassroots Media Lessons from The Thin Green Line</b> Matt Fuller from KVVW Bellingham and others TBA This workshop will focus on the Lummi Nation Totem Pole Journey and the media team that has accompanied them over the last several years as they have worked to rally frontline communities dealing with extractive fossil fuel projects. This workshop will include a panel discussion moderated by Matt Fuller.	<b>Espectro radioelectrico contra la espectro de la muerte</b> Rachael Townsend- Honduras Radio Project/PCASC Presentation about past and present community radio projects in Honduras.	
3:45-5:15 5th Workshop Session	<b>Just Stories: Communicating Environmental Justice</b> U of Oregon, Environmental Leadership Program- Aylie Baker, Emma Sloan, Hope Tejedas, Lauren Rapp Students and faculty from the ELP worked with community partners to pilot a curricular model that explores possibilities for community engagement on the local environmental justice issue of pesticide drift through multimedia storytelling. We will describe the challenges of communicating an environmental justice issue and share best practices for community-centered documentary storytelling.	<b>Organizing Grassroots from a Latin@ Perspective</b> Miguel Robles & Co.- Biosafety Alliance This facilitated panel will highlight several Latin@ organizers experiences working around grassroots media. Cultural differences such as language barriers and white privilege hinder many successful projects in Latin@ communities. Different strategies as to how to navigate these various issues of discrimination will be discussed.	<b>Making Resiliencies Visible: Public Art, Media &amp; Activism</b> Sarah Stockholm & Josh Elliott- Art Forces Learn how Art Forces engages communities in multi-media mural projects that support placemaking, political education and function as sites of cross-movement building for collective liberation from Palestine to Oakland to Olympia, WA. We hope to inspire new collaborations among cultural workers and community organizers from across movements.	<b>Media Tools for Social Change</b> Adam Carpinelli, Tim Rice & Bruce Wilkinson- NW Alliance for Alternative Media & Education This workshop focuses on several grassroots media strategies such as earned media, political remix video and discussing models of successful media cooperatives. The discussion will focus on the importance of building holistic multi-media models and furthering collaboration between media makers locally and globally.	