

- **AccessVision's After School Video Production Class** were recognized with four awards. They were First Place Winners in the Magazine Program (Student) category for "Random Access", as well as "Real Life - Living Multi- Racial" in the Cultural Diversity (Student) category. The class also received Finalist awards for "Random Access" in the Entertainment (Student) category and for "Simple Chef" in the Instructional (Student) category.
- **Ivan Lee and Scott Durham** won two First Place awards. "Datz Wassup" won in the Children's Programming (Non-Professional) and Cultural Diversity (Non-Professional) categories.
- **Scott Durham** won a First Place award for "Get It Right", in the Political Awareness (Non-Professional) category. Durham's "Wasting Away These Beautiful Days" was a Finalist in the Original Teleplay (Non-Professional) category.
- **AccessVision staffers Jason Augenstein, Jeff Smith and Aric Ruble** took two First Place Awards for "Taste Of Battle Creek: Chris Shaffer & The Why Store"; one in the Entertainment (Professional) category and one in the Performing Arts (Professional) category.
- **Sherrill Cotton** was a First Place winner in the Religious (Non-Professional) category for "Emmanuel Kingdom News - Taste Of The Heights".
- **Scott Durham and Mike Rio** received a Finalist award in the Live Program (Non-Professional) category for "Brass Band of Battle Creek Holiday Concert."
- **Cameo Artists Productions** were Finalists for "Spotlight: Big Brothers/Big Sisters" in the Seniors (55 & older) (Non-Professional) category.
- **The Crossroads Church Video Team** were Finalists in the Religious (Professional) category for "At The Crossroads".
- **AccessVision Production Specialist Jeffery Smith** won a Finalist Award for "Vibe@5: Orquesta Sensacional" in the Cultural Event (Professional) category.

## Board of Directors

### **Government Representatives**

City of Battle Creek: Michelle Reen (Vice-Pres.)  
Chris Simmons  
City of Springfield: David Agne (Secretary)  
Emmett Township: Margie Garside  
Newton Township: Carol Swafford  
Pennfield Township: Paul Anderson

### **Citizen Representatives**

Scott Durham (President)  
Deborah Ensign  
Peter Phelps (Treasurer)  
Junior Torres-Benitez  
James Williamson  
David Zebell

## Staff

### **Executive Director**

Dale Geminder

### **Programming/Office Manager**

Vickie Dunn

### **Production Manager**

Greg Mason

### **Projects Coordinator**

Jason Augenstein

### **Playback/Facility Coordinator**

Aric Ruble

### **Production Specialist**

Katie Rumpf

### **Technical Aides**

Jason Fajardo

Michael Heise



**Access  
Vision**

*Your Voice! Your Community!*

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**Annual Report  
2008 - 2009**

## From the Executive Director

This past year AccessVision implemented a comprehensive Marketing Plan which included print, TV, brochures and Video-On-Demand. The Video-On-Demand, which we call AccessVision-On-Demand, is the most significant piece of the plan.

This allowed us to reach a whole new group of viewers. Prior to these efforts, viewers could only watch AccessVision programming by way of cable in the Greater Battle Creek Area. With the youth of today using the internet more and more for their entertainment, AccessVision has positioned itself to capitalize on this audience.

In addition to this digital advancement, AccessVision overhauled its studio and control room converting them from analog to digital. This equipment will allow us to cablecast in HD when the need arises to be compatible with the cable company.

Another change over from analog to digital was in the edit rooms. By converting another one of our tape edit rooms to nonlinear in December 2008, we now have 3 digital edit systems and one tape. Our plans are to convert the last tape edit room to digital within the next two years.

In the fall of 2009, AccessVision will be conducting its by-yearly viewership survey. The results of that survey will be included in next year's annual report. It will be exciting to learn how much the marketing effort over the past nine months has increased our viewership.

~Dale Geminder

## Our Mission

*“To empower people to strengthen a sense of community, facilitate civic dialogue, and celebrate local culture by communicating through electronic media.”*

## Workshops

There were 154 people certified this past year, with a total of 180 training enrollments. Since the first workshop there have been over 1,900 volunteers trained at AccessVision. The following workshops were offered:

- Camcorder
- Digital Editing
- Final Cut Pro
- Studio
- Portable Studio
- Studio Camera Volunteer

## Facility Usage

Facility/Equipment	Uses	Volunteer Hours
Studio	196	3,976
Edit Rooms	1,065	3,587
Camcorders	1,001	6,006
Remote Studios	102	2,448



## Value of Community Service

Based on average figures from post production houses, consulting groups and cable companies, the following monetary value was contributed by AccessVision to the greater Battle Creek community in 2008.

Service Provided	Hours/Uses	Market Cost	Value
Cablecasting	8,879 (H)	\$1,200/hour	\$10,654,800
Editing Facilities	3,587 (H)	\$ 175/hour	\$ 627,725
Studio Production	196 (U)	\$ 350/use	\$ 68,600
Remote Production	102 (U)	\$ 1,575/use	\$ 160,650
Camcorder	6,006 (H)	\$ 200/hour	\$ 1,201,200
Consulting	315 (H)	\$ 100/hour	\$ 31,500

Total market value of services provided: \$12,744,475

## Programming

### Local Programs

(Produced at AccessVision and aired 9:00 a.m. to 11:00 p.m.)

Number of first-run programs - 1,562  
 Total number of programs - 4,534  
 Total first-run program hours - 1,485  
 Total local program hours - 4,336

### Imported Programs

(Produced elsewhere but aired on AccessVision 9:00 a.m. to 6:00 p.m.)

Number of first-run programs - 813  
 Total number of programs - 1,181  
 Total first-run program hours - 625  
 Total imported program hours - 893

### Satellite Programs

(Aired on AccessVision 11:00 p.m. to 9:00 a.m.)

Number of first-run programs - 1,825  
 Total number of programs - 3,650  
 Total first-run program hours - 1,825  
 Total program hours - 3,650

### Combined Total

Number of first-run programs - 4,200  
 Total number of programs - 9,365  
 Total first-run program hours - 3,935  
 Total program hours - 8,879

## High School Sports Sponsors

Allegra Print & Imaging  
 B.C. Community Federal Credit Union  
 B.C. Central High School Alumni Asso.  
 Behnke Inc.  
 Catholic Athletic Association  
 Comerica Bank  
 Farley, Estes & Dowdle Funeral Home  
 Harper Creek Beaver Boosters  
 Troy Huggett's Fitness Pros  
 Katz Well Drilling  
 Lakeview Lounge  
 Myers-Gymer Chiropractic  
 Newman Construction  
 Jack Pearl's Team Sports  
 Prebish Chiropractic Centre  
 Signs & Designs

## Financial Review

Assets	828,122
Current Liabilities	411,016
Total Net Assets	417,106
Total Support & Revenue	569,360
Total Expenses	
(before depreciation)	519,533
(after depreciation)	577,548

## 2008 Philo Awards

Each year, the Alliance For Community Media Central States Region salutes the best community programming with a regional competition, the Philo T. Farnsworth Video Awards. This year, AccessVision has been honored with a record high of fifteen "Philo" awards for its programming. Congratulations go to the AccessVision staff and volunteer producers who were honored with the awards listed on the following page.