

A Beginner's Guide to

AccessVision

70 W. Michigan Ave., Suite 112 Battle Creek, MI 49017 • (269) 968-3633 • <http://accessvision.tv>

Welcome to Battle Creek Area Community Television!

What is AccessVision?



AccessVision is the Battle Creek area's public access television facility. Public access television allows **you** to be the director, camera person and editor to produce your own television show.



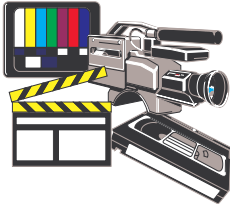
AccessVision can be seen on channels 16 and 17 and digital channels 916 and 917 on the Greater Battle Creek area cable system. However, we differ from other "traditional" television stations in several ways. While commercial TV stations rely on advertising dollars to offset the cost of creating programs and keep the business running, **AccessVision** is *non-commercial* in nature. This means that anyone can produce a show, regardless of advertising revenue or ratings.

Our Mission

The mission of AccessVision is to empower people to strengthen a sense of community, facilitate civic dialogue, and celebrate local culture by communicating through electronic media.

The other big difference between AccessVision and a commercial TV station is that, for the most part, our staff does not create the programming. The only shows that the AccessVision staff generates are Government Meetings and High School Sports, and even then they use crews comprised mostly of volunteers.





We provide the training and facilities for the public to use, and almost all of the programming shown on AccessVision is created by volunteer producers, like yourself. So none of the shows you see produced at AccessVision are made by professional production crews with huge budgets; rather, they are made by ordinary people like yourself, who may have very little television production experience and an even smaller budget.

The important thing is that you have an *idea* to present, a message to spread to the community that is not about selling or advertising. And that is what public access television is all about: it is a unique, volunteer-based communications tool, providing an opportunity for individuals and organizations to exercise their First Amendment rights in the information age.



AccessVision can be a powerful medium for educating people about issues. Community organizations are able to reach the community regarding their concerns and to help residents better utilize their services. Alternative perspectives are welcomed and encouraged, providing a rich and healthy dialogue. Presenters can make their case without first amassing the huge sums necessary for commercial television spots.

We like to think of ourselves as “**the voice of our community**”.

How do I get started producing a show?

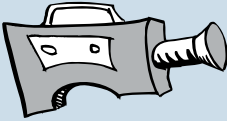
The first step in producing a show is to learn how to use the equipment. Television production workshops are provided by AccessVision as a basic foundation and hands-on learning experience. Workshops in several areas of television production are offered monthly, requiring no prior television experience.

The best way to choose which classes to take is to ask yourself, “*Where am I going to record the show?*” Is it going to be a studio show, or something shot on location? If your goal is to produce a live talk show, then you would need to enroll in the workshops for Studio and Digital Editing. If you want to produce a show recorded on location (outside of the studio), then you will need to decide if it will be a **single-camera** or a **multiple-camera** production.



Single Camera or Multiple Cameras?

A **single-camera** production can be done by a crew as small as one person.



A single camera is used to record

everything on location. If multiple camera angles are required, then the action must be repeated and recorded several times, and then edited together in the post-production process.



Camcorder and **Digital Editing** would be sufficient training for this type of show.

A **multiple-camera** program, whether it is done in the studio or on location, is a production in which one of three camera angles is selected “live” as it happens, usually with no retakes and very little editing after the fact. Both the Studio and Remote multi-camera



productions typically require a crew of four people (in addition to anyone *in front of* the cameras). If you intend to produce a show this way, you will need to find a crew of people that you can depend on to help you on a regular basis. These people would all need to take the **Studio** class (but only one or two people would be needed for **Digital Editing**).

All classes are \$20 each, per person. Once you have completed the training, there is **no additional cost** to use our facilities, unless you live outside of the Battle Creek area. You are not required to take every class. A single type of show usually will not require all of the equipment we offer. So, depending on what kind of show you want to produce, you may choose to only take three classes.



Production Workshops

Camcorder - See how easy it is to use a digital camcorder to record in the field. You will learn basic camera techniques, including setting exposure and focus, use of the tripod, microphones and lighting kit. You'll see first-hand how to get professional-looking results.

Digital Editing - Learn how to edit your program using iMovie software. You can import footage, trim clips and assemble your show. See how to add transitions, titles and effects, and master your finished program to a DVD.

Studio - Learn all aspects involved in the production of a "live" studio program, including directing, camera operation, audio and lighting techniques.

Portable Studio - Learn how to set up and use the Anycast portable studio to record live events on location with up to four cameras.

Final Cut Pro - Use a professional-level editing program utilizing multiple video layers and advanced effects. Recommended for editors with previous experience.

Once you have completed a production workshop, you are qualified to reserve and utilize, free of charge, the equipment on which you have been trained. Equipment may be used for the production of AccessVision programming only. (*Any use for personal or monetary gain is prohibited.*) **The AccessVision staff is ready, willing and able to help guide you through the process every step of the way.**



The next step is to plan your production and schedule equipment to use. Pre-production planning and making decisions ahead of time can save you a lot of wasted time and effort later on.





What's your program going to be about? What would you like your viewer to get out of it? What do you want them to feel, think, and experience during the program? What specifically will the viewer gain from the program? Is your information suited to a one-time

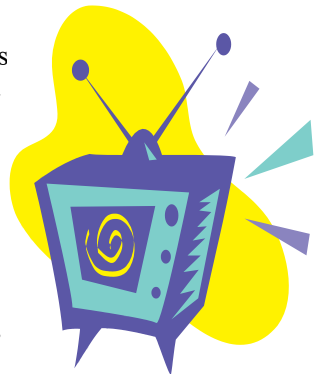
special or a series? What will the length of your program be? **Keep your audience in mind!** Your program can be as simple or as complex as you make it.

When you have finished your program and are ready to put it on the air, **you** determine the dates and times your program will be shown. Copyrights to your program belong to **you**, the producer. Will it be a one-time show, or a series with a regularly-scheduled time slot? All producers are required to meet with the Executive Director prior to producing any “regularly scheduled” program. At this meeting your program idea is discussed and producers are asked to fill out a “Producer Commitment” form.

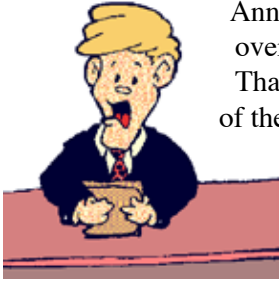
Programs can be shown a maximum of **four times**. Producers are encouraged to schedule Community programming on Channel 16 / digital cable 916 and Government or Educational programming on Channel 17 / digital cable 917.

What kinds of programs can be shown on AccessVision?

AccessVision is **your** community television station. What goes on is up to **you**. The AccessVision staff is here to help you utilize the facility, not to make programming decisions. Virtually any program that is noncommercial, with content protected under the First Amendment, is fair game. Some exclusions include commercial advertising, pornography, libel, defamation of groups or individuals, copyright infringement and others. *(Please refer to AccessVision's Rules and Procedures for a complete listing of limitations.)*



AccessVision programming is created specifically for residents of the Battle Creek area. Community producers have the unique opportunity to target programming for a select audience. This allows you the freedom to present narrowly-focused content rarely available to viewers on commercial channels. AccessVision can be a tremendous asset to non-profit groups.



Annually, AccessVision provides our community with over **\$23 million** of market value in community service. That's how much it would cost if you were to pay for all of the services that we provide to the community for free.

There is a potential audience of approximately 51,000 viewers on the Battle Creek cable system. It's a great way to generate publicity for very little cost. **Where else can you do so much for so little?**

Who pays for AccessVision?

There is no cost to use the equipment once you have been trained on it. We will even provide tapes for you to use. There is no cost to join AccessVision if you live in one of the participating communities (if you live outside the area, a \$50 annual membership fee is required).



So, if there is almost no cost for users, then who pays for all of this? The cities of Battle Creek and Springfield and Emmett, Newton and Pennfield Townships have a franchise agreement with the cable company that requires the cable company to set aside channels for governmental, educational and public access. The municipalities receive 3 - 5% of the cable company's total gross

revenues as a franchise fee. The governmental unit keeps 40% of these franchise fees to monitor and maintain the contract, while passing through the remaining 60% to support AccessVision. Additional private sector funding (i.e. grants and donations) is also required for the purchase and maintenance of equipment, but **no tax dollars are used to support AccessVision**. We are a tax-exempt, non-profit organization.

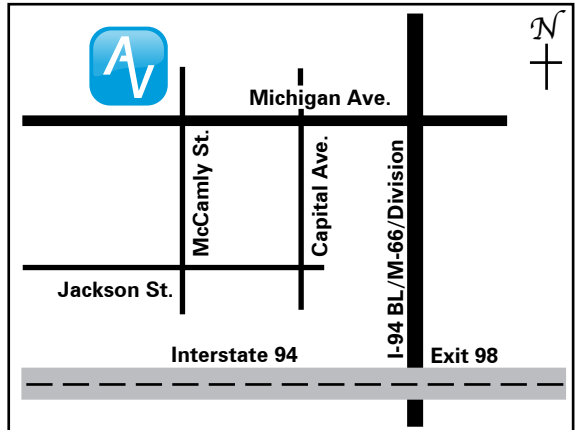
What's the next step?



If you have some ideas for a show, the best way to start is to round up several other interested people, and sign up for the appropriate Production Workshops. If you're not sure exactly what kind of show you want to produce, watch what other people are doing on AccessVision to get ideas. Sign up for **Camcorder** and **Digital Editing** classes to start with, as they provide an excellent foundation of video production principles. Volunteer to help with other established productions to get comfortable with the process. This will give you an idea of what it really takes to create a show.

This document is meant to give an introduction to AccessVision. Our complete **Rules & Procedures** offers in-depth details about our policies. You will be given a copy at your first workshop. It can also be found on our Web site, <http://accessvision.tv>, along with answers to more specific questions. You'll also find our Training Schedule for workshops, Program Listings and much more.

Feel free to call us any time at **(269) 968-3633** to discuss your ideas. We're happy to give you a quick tour of the facility and answer any questions you may have. Stop by our office at **70 West Michigan Avenue** in downtown Battle Creek to sign up for workshops and begin your experience in community television. You'll be glad that you did.



Your Voice! Your Community!

70 West Michigan Avenue, Suite 112
Battle Creek, MI 49017
phone: (269) 968-3633 • fax: (269) 968-2924
World Wide Web: <http://accessvision.tv>

HOURS OF OPERATION: Monday - Friday 8 a.m. to 9 p.m.
Saturday 10 a.m. to 7 p.m. • Sunday 3 p.m. to 9 p.m.



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