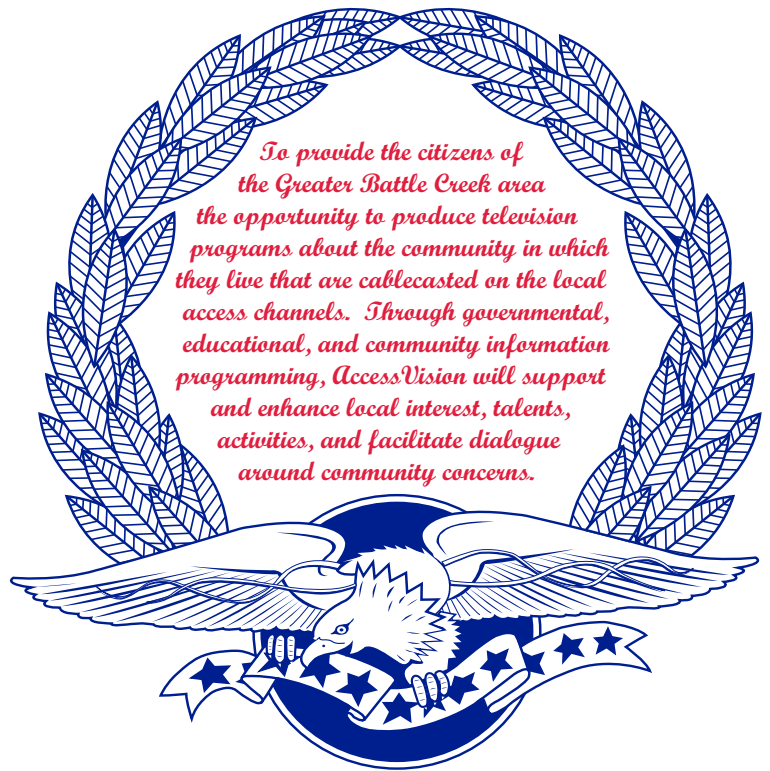




Access Vision
Battle Creek Area
Community Television
67 W. Michigan Avenue Suite 112
Battle Creek, MI 49017

Our Mission:



The Voice of the Greater Battle Creek community since 1989.

**2001 - 2002
Annual Report**

~ From the Executive Director

AccessVision implemented its playback automation system the Spring of 2002, with little fanfare. The new Leightronix Pro 16 is working very reliably. This System works to the very second of a program's length.

Edit rooms C and D have been totally converted to SVHS from the old 3/4" format. The 3/4" tape deck was extremely reliable and of good broadcast quality, however, most every video system created today is in a digital format. With the emergence of digital, the video industry no longer manufactures (and many no longer even service) 3/4" decks. Super VHS quality has been greatly improved over the earlier systems and will still be around long enough for the industry to finalize a preferred digital format that is affordable.

A second nonlinear edit system was implemented in Edit room B. Both nonlinear systems have imovie and Final Cut Pro on them.

I would like to thank everyone for their patience during the upgrade changes within the facility this past year. Please keep in mind this is only the beginning. In order for AccessVision to maintain its standing as one of the finest facilities in the country, we must continue to evolve into the digital world.

Dale Geminder

~ 2001 Viewership Survey

Here are some of the highlights of the viewership survey conducted this past Fall.

Compared to the 1999 survey, viewership has increased by 4% to 10,335 households. Though the overall viewership is at 40.2% of the cable system, the City of Battle Creek had 42.5% of its households watching AccessVision.

Over 87% of these viewers said AccessVision was either very successful or somewhat successful in their mission to provide the community with access to television production and communication capabilities for its citizens. This is up from 73% in 1999.

"High School Sports" has seen its third increase in a row with an all time high of 68% viewership (12,650 viewers). Though in 1996 it ranked as the second highest viewed program, it still had a rating of 50%. In 1999 "High School Sports" gained control of first place with a viewership of 62%.

The Battle Creek City Commission meeting received the second highest viewership with 57% of the households.

Nearing the end of the survey, three "perception" statements were given. The first statement: "Access-Vision programming is produced totally by volunteers." 78% agreed with this statement, an increase of 15% from 1996. The second statement: "Anyone may receive training in TV production at AccessVision." 74% agreed with this statement, an increase of 38% from 1996. The final statement: "Anyone who lives in AccessVision's service area may produce their own program and put it on the air for free." 64% agreed with this statement, an increase of 21% from 1996.

This shows that not only has community awareness of what AccessVision's mission is increased dramatically over the past five years, but also that the community is in agreement with the fundamentals of the facility.

~ Financial Review

Assets	\$741,568
Current Liabilities	378,281
Total Net Assets	363,287
Total Support & Revenue	382,711
Total Expenses	404,462

~ Board of Directors

City of Battle Creek Peter Bilbia (President) Michelle Reen (Vice President)	City of Springfield David Agne
---	--

Emmett Township Margie Garside	Newton Township Tom Hall
--	------------------------------------

Citizen Representatives Carolyn Ballard Deborah Ensign Nancy Mcfarlane (Secretary) Skip Sullivan David Zebell	Ex-officio Member Dale Geminder
---	---

~ Staff

Executive Director Dale Geminder	Production Manager Greg Mason
--	---

Programming/Office Manager Vickie Dunn	Projects Coordinator Jason Augenstein
--	---

Technical Aides Patrick Engle Josh Hall George Merriam	Jack Pattison Aric Ruble
--	-----------------------------