


Access Vision
*Battle Creek Area
Community Television*



**2002 - 2003
Annual Report**



67 West Michigan Avenue, Suite 112
Battle Creek, MI 49017

The Voice of the Greater Battle Creek community since 1989.



From the Executive Director

Another year has come and gone and that means it is time for us to reflect on the marvelous accomplishments of AccessVision over the past twelve months. The organization continues to grow not only in its membership and the amount of programming it is providing to the community, but also in the level of technology it offers. AccessVision has truly entered into the digital age.

Over the past several months, we have seen steady conversion from analogue to digital technology. The days of videotape and linear editing are slowly drawing to a close and it won't be long until all productions are shot and edited in a digital format. This new technology will bring exciting new possibilities to AccessVision productions and will allow producers to create programming more efficiently and of a much higher quality. Of course it will take some time to bring the entire facility to a totally digital format.

Naturally, producers are the backbone of this organization and that is why we are delighted to see our membership numbers continuing to grow. This year we are proud of the fact that we have well over 350 independent producers and volunteers, creating over 7,000 programs.

A vast array of programming continues to be generated from our producers. Health issues, nutrition, senior programs, gardens, pets, and real estate are just a few of the community awareness programs aired on AccessVision. The community may choose to keep abreast of the latest developments in local government by viewing commission meetings, council meetings, planning meetings, NPC meetings or citizen forum meetings. Religious programming continues to grow, giving the community a tremendous selection. Volunteers have also contributed in providing the sports fans in the community with coverage of the local area high school athletic events.

2002 was a great year for AccessVision, but 2003 promises to be even better. This year will make the 14th year of the organization, and support within the Greater Battle Creek Area has never been higher. All of us look forward to an exciting 2003 and many years to come.

- Dale Geminder, Executive Director

Our Mission



To provide the citizens of Greater Battle Creek the opportunity to produce television programs about the community in which they live that are cablecasted on the local access channels.

Through governmental, educational, and community information programming, AccessVision will support and enhance local interest, talents, activities, and facilitate dialogue around community concerns.

Facility Usage

Studio Equipment	Times Utilized	Volunteer Hours
Studios (2)	439	4,988
Edit Rooms (4)	1,647	6,923

Remote Equipment	Times Utilized	Volunteer Hours
Camcorders (6)	634	3,804
Remote Studios (2)	122	2,928

Value of Community Service

AccessVision offers a wealth of service to the community. Based on average figures collected from local post production houses, consulting groups, and cable companies, the following monetary value was contributed by AccessVision to the greater Battle Creek community in 2002.

Service Provided	Hours/Uses	Market Cost	Value
Cablecasting	14,757(H)	\$1,200/hour	\$17,708,400
Editing Facilities	6,923(H)	\$ 175/hour	\$ 1,211,525
Studio Production	439(U)	\$ 350/use	\$ 153,650
Remote Production	122(U)	\$1,575/use	\$ 192,150
Camcorder	3,804(H)	\$ 200/hour	\$ 760,800
Consulting	148(H)	\$ 75/hour	\$ 11,100

Total Market Value of Services Provided: \$20,037,625

Awards

The **Philo T. Farnsworth Awards** are a recognition of excellence in non-commercial cable programming. The awards are named after the inventor of the first receiving tube for television transmissions. Each year, the Alliance for Community Media Central States Region salutes the best community programming from Indiana, Kentucky, Michigan and Ohio with the "Philos".

Receiving honors as Winners were:

- **AccessVision.tv** in the Web Site Non-Commercial - Professional category.
- **Jason Augenstein** for "Charity Ball" in the Promotional Video (:60 or less) - Professional category.

Receiving honors as Finalists were:

- **George Merriam** for "Calhoun County Republicans In Focus" in the Political Awareness - Non-Professional Category.
- **Cameo Artists Productions** for "Discovering Talent: The Piano" in the Seniors - Non-Professional category.
- **Jason Augenstein** for "Voice of Our Community" in the Promotional Video (:60 or less) - Professional category.

Workshops

We have trained over **1,500 volunteers** since the first workshop. There were **108 new people** certified this past year, with a total of **220 training enrollments**. The following workshops are currently offered:

Camcorder - Learn basic camera & lighting techniques, use of the DV camera, tripod and microphones.

Tape-based Editing - Put your show together by using basic tape editing skills. Learn the difference between "insert" and "assemble" editing, and how to utilize each technique.

Graphics - Use our computer graphics program to make title screens, or key the names of people in a program.

Digital Editing - Use iMovie to edit your program on a computer. We'll show you how to import footage from tapes and trim clips. You can then add transitions, titles and effects.

Studio - We cover basic techniques of directing, producing, lighting and everything else you need to know to produce either a recorded show or a live show in our studios.

Final Cut Pro - Learn the more advanced, professional digital editing system. Create your program using multiple video layers, effects and animation.

Portable Studio - Learn the assembly and operation of the multi-camera portable studio used for on-location productions.

High School Sports Sponsors

By sponsoring High School Sports programs, these companies show their support for both AccessVision and area schools:

- BCC High School Alumni Association
- Behnke Inc.
- Burnham Insurance Group
- Catholic Athletic Association
- Comerica Bank
- Fifth Third Bank
- Gymer Chiropractic
- Halenon Family Dentistry
- Harper Creek Beaver Boosters
- Jim Hazel Citgo & Auto Parts Store
- Troy Huggett's Fitness Pro
- Katz Well Drilling
- LS Precision Tool & Die
- Lakeview Optimist Club
- Miller Brothers Service Station
- Jack Pearl's Team Sports
- Prebish Chiropractic Centre
- Darrell L. Price, Attorney at Law
- Remington Automatic Car Wash
- Semco Energy
- Robert J. Sharkey, Attorney at Law

Financial Review

Assets	\$367,812
Current Liabilities	\$ 12,947
Total Net Assets	\$354,865

Total Support & Revenue	\$401,275
Total Expenses	
(before depreciation)	\$336,466
(after depreciation)	\$409,697

Programming Statistics

Local Programs

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

- Number of first-run programs cablecast - **1,226**
- Total number of programs cablecast - **3,783**
- Total first-run programming hours cablecast - **1,216**
- Total local programming hours cablecast - **3,615**

Imported Programs

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

- Number of first-run programs cablecast - **3,204**
- Total number of programs cablecast - **3,912**
- Total first-run programming hours cablecast - **3,296**
- Total imported programming hours cablecast - **3,842**

Satellite Programs

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

Classic Arts Showcase (channel 11)

- Number of first-run programs cablecast - **913**
- Total number of programs cablecast - **3,650**
- Total first-run programming hours cablecast - **913**
- Total programming hours cablecast - **3,650**

The Annenberg Channel (channel 12)

- Number of first-run programs cablecast - **1,825**
- Total number of programs cablecast - **3,650**
- Total first-run programming hours cablecast - **1,825**
- Total programming hours cablecast - **3,650**

Combined Total

- Number of first-run programs submitted - **7,168**
- Total number of programs cablecast - **11,745**
- Total first-run programming hours cablecast - **7,250**
- Total programming hours cablecast - **14,757**

Staff



Full-time staff (clockwise from top):

Playback/Facility Coordinator Aric Ruble, Production Manager Greg Mason, Projects Coordinator Jason Augenstein, Executive Director Dale Geminder, Programming/Office Manager Vickie Dunn

Technical Aides

Patrick Engle	Jason Fajardo
George Merriam	Jack Pattison

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 (Treasurer)	Deborah Ensign
Nancy Mcfarlane (Secretary)	Marty Stilwell
David Zebell	

Ex-Officio Member

Dale Geminder



67 West Michigan Avenue, suite 112
Phone: (269) 968-3633 • Fax: (269) 968-2924
World Wide Web: <http://accessvision.tv>
Monday - Friday: 8 a.m. to 9 p.m.
Saturday: Noon to 9 p.m. • Sunday: 9 a.m. to 9 p.m.