



Access Vision

*Battle Creek Area
Community Television*

Voice of The

Community



***P**roviding the citizens of the
community with production
equipment, training and
support services for the creation
of locally produced, non-
commercial television programs
to be cablecast on access
channels 9, 11 and 12.*

Public access television is a unique, volunteer-based communications tool, providing an opportunity for individuals, groups and organizations to exercise their First Amendment rights in the electronic information age. With that as its mission, 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.

Perhaps most importantly, AccessVision provides a forum for individuals. Alternative perspectives are welcomed and even encouraged, providing a rich and healthy dialogue. Presenters can make their case without first amassing the huge sums necessary for commercial television spots.

Where AccessVision Gets its Funding

In April 1987, the cities of Battle Creek, Springfield, Emmett Township and Newton Township approved a fifteen-year agreement with WestMarc Cable to operate an expanded cable television system. This nonexclusive franchise agreement included a provision requiring WestMarc Cable to designate three of the cable channels for governmental, educational and public access.

Under the terms of the agreement, these participating municipalities receive 5% of the cable company's total gross revenues. The governmental units retain 40% of this franchise fee to monitor and maintain the contract. The remaining 60% of the fee has been earmarked to support AccessVision.

Additional private sector funding in the form of grants and donations is also required for the purchase and maintenance of television production equipment. No tax dollars are used to support the access channels.

AccessVision is a 501(c)(3) tax-exempt, non-profit organization overseen by a board of directors. The board consists of appointed representatives from each of the participating municipalities, as well as citizen representatives of diverse backgrounds.



Learn By Enrolling In Workshops

The first step in producing a show at AccessVision is to learn how to use the equipment. Television production workshops are provided by AccessVision to local residents as a basic foundation and hands-on learning experience related to the production of community access programming. Basic workshops are offered monthly, requiring no prior television experience*.

Workshops are scheduled monthly and available for registration quarterly. Advanced registration is encouraged. All workshops are \$20 each per person. If the workshop is two sessions in length, you must complete both days to be certified to use the equipment.

Camcorder - Learn to shoot in the field with a DV camcorder. Everything including equipment operation, shot composition, pacing and other production techniques is covered in this class.

Editing - Learn the basics of creating a polished program, by removing unwanted segments and adding graphics, music and narration.

Graphics - Use our computer graphics system to make title screens, or key the names of people in a program. Also, create simple animations and much more.

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



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

Non-Linear Editing* - Use our computer-based editing system to create your program. Learn how to capture clips, work in a timeline, and add transitions, effects and graphics.



*(*Some classes have prerequisites which must be met before enrolling.)*

Use Video Equipment to Produce

Once you have completed a production workshop you are qualified to reserve and utilize, free of charge, the production 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.



AccessVision's production facilities include two full service, three-camera production studios; three tape-based editing suites complete with computer graphics, special effects and audio mixing capabilities; one non-linear, computer-based editing suite with Apple's Final Cut Pro and Adobe Photoshop software; two portable multi-camera studios; portable digital and Hi-8 camcorders; many accessories, including lighting kits, tripods, microphones, cables and much more.



Your Own Television Programs

AccessVision programming is produced by local citizens like yourself with an interest in sharing their views, talents, activities and ideas with the community.

You Are the Creator

You can be the director, camera person and editor and/or work with other trained volunteers to produce



your program. The AccessVision staff is ready, willing and able to help guide you through the process every step of the way.

You determine the dates and times your program will be shown. Copyrights to your program belong to **you**, the producer.

AccessVision programming is created specifically for **you**, the residents of the Battle Creek area. There are over 25,000 households on the Battle Creek cable system, or a potential audience of approximately 62,500 viewers. Community producers have the unique opportunity to target programming for a select audience. This concept of "narrowcasting" allows citizens the freedom to present narrowly-focused content rarely available to viewers on commercial broadcast channels.

For more information, call (616) 968-3633, or visit our Web site at <http://accessvision.tv>.



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