

# AccessVision

Battle Creek Area  
Community Television

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Eye on AccessVision

ACCESSVISION'S QUARTERLY NEWSLETTER • WINTER 2002



## AccessVision Partners with WMU to Empower Nonprofits

by Jason Augenstein

AccessVision is proud to be taking part in **Western Michigan University's Building Bridges program**. The program forges community partnerships between educational institutions and nonprofit agencies in southwest Michigan to enhance teaching, research and service in the nonprofit sector.

Nonprofit agencies in Battle Creek and Kalamazoo are participating in two 16-week courses at Western Michigan University to develop their skills in Internet and/or video technology. AccessVision's role in this collaboration is to make available digital cameras and non-linear editing equipment for participants to use as part of the **Video Production for Nonprofits** class.

The course is designed to teach the basic principles of small format video production. The focus will be on providing the creative and technical skills necessary to convey the particular messages of a nonprofit organization. The class offers a conceptual introduction and practical experience on how to shoot video that tells a story. Participants learn how to operate camcorders in field situations making use of available light, and also master the fundamentals of nonlinear digital editing. Participants work in production teams to produce a public service announcement and a fund-raising or informational video about their organization.

The project is receiving funding from the W.K. Kellogg Foundation and the Battle Creek Community Foundation, and is a partnership between Calhoun County Nonprofit Alliance, Kalamazoo Nonprofit Resource Network, Willard Public Library, and WMU's Building Bridges Project.

This project is a great opportunity for AccessVision because it opens the doors for more nonprofits to use our facilities. It will also allow us to expand our non-linear editing equipment to accommodate more people.

### Current Productions

• **United Way of Greater Battle Creek's 2001 Campaign Wrap-Up**



took place on December 14th. AccessVision covered the event, which took place at Discovery Theatre. Look for it to be replayed on channel 11.

• **The Winter High School Sports** season



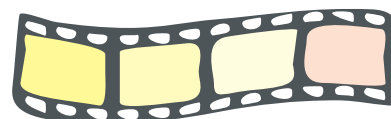
continues in full swing through the end of February. AccessVision provides coverage of boys' basketball and swimming, volleyball and wrestling from local area high schools. Check our web site at <http://accessvision.tv/hssports.asp> for specific games and times.

### Welcome, New Members!

We would like to extend a warm welcome to the newest members of AccessVision:

**John Vandegriff**  
**John Campbell**  
**Erik Yettaw**  
**Joseph Mason**  
**William Lirones**  
**James Nelson**  
**Kathy Cushman**  
**Lili Cheney**  
**Rodney Callender**  
**Sharon Hancherik**

We hope that all members feel at home here. If you ever have questions or need help, please ask any one of the staff. We are here for YOU.



## First Quarter 2002 Workshops

**Studio:** January 5, 10 am – 2 pm  
**Camcorder:** January 7 & 8, 6 – 8:30 pm  
**Editing:** January 14 & 15, 6 – 8:30 pm  
**Graphics:** January 21 & 22, 6 – 8:30 pm  
**Non-Linear Editing:** January 28 & 29, 6 – 8:30 pm

**Studio:** February 4 & 5, 6 – 8:30 pm  
**Non-Linear Editing:** February 9, 10 am – 2 pm  
**Camcorder:** February 11 & 12, 6 – 8:30 pm  
**Editing:** February 18 & 19, 6 – 8:30 pm  
**Graphics:** February 25 & 26, 6 – 8:30 pm

**Editing:** March 11 & 12, 6 – 8:30 pm  
**Camcorder:** March 16, 10 am – 2 pm  
**Graphics:** March 18 & 19, 6 – 8:30 pm  
**Studio:** March 25 & 26, 6 – 8:30 pm

All classes are \$20 per person, due upon enrollment. If the classes are two sessions in length, you must complete **both** days to be certified to use the equipment. \*Some classes must have prerequisites met before enrolling.

If you have any questions about the classes or the schedule, please contact **Jason Augenstein** at (616) 968-3633, or e-mail [jason@accessvision.tv](mailto:jason@accessvision.tv)



## Workshop Changes

The Non-Linear Editing class has been changed in order to make it easier for more people to learn. Instead of using Final Cut Pro software, we have switched over to **iMovie**.



**iMovie** offers many of the same features in a more user-friendly environment. By using iMovie to edit your program, you'll still be able to do anything you would be able to in Edit Room D, plus a whole lot more.

Of course, we still have the **Final Cut Pro** system and will continue to offer it on an as-needed basis. We have also changed the **Portable Studio** class to a "based on demand" schedule as well.

## Philo Awards Update



At the time our last newsletter went to press, we did not have all of the results of the **Philo T. Farnsworth Awards**. Since then, an awards ceremony was held at the Alliance For Community Media Central States Regional Conference in Richmond, Indiana in November. The following AccessVision programs were recognized:

### George Merriam

#### "7th District Republicans"

(Runner-Up in News/Public Affairs – Non-Professional)

### Cameo Artists Productions

#### "Discovering Talent"

(Runner-Up in Instructional - Non-Professional)

#### "Fishing Fly Tying"

(Runner-Up in Seniors - Non-Professional)

#### "Binder Park Zoo New Arrivals"

(Runner-Up in Informational - Non-Professional)

### Jason Augenstein

#### "United Way 2001 Campaign Video"

(Runner-Up in Other Electronic Media - Professional)

### Dale Geminder

#### "Dexter Lake Church of God's Christmas Program"

(Winner in Religious – Professional)

The Philo Awards salute excellence in non-commercial cable programming. Congratulations to everyone for a job well done!

## Volunteers NEEDED!

AccessVision is in need of YOU to help us with operating camera for High School Sports programs. If you plan to attend the games anyhow, why not have the best seat in the house, behind a camera lens? Please, parents, teachers or students, consider volunteering for just one event. Training is free and only takes an hour.



Are you willing to help? Are you looking for a way to give back to your community? If so, please contact **Greg Mason** at (616) 968-3633, or e-mail [greg@accessvision.tv](mailto:greg@accessvision.tv).

## Program Showcase

By Greg Mason

**Cameo Artists Production (CAP)** is a senior citizens group that produces three shows every month on AccessVision: **Discovering Talent**, **Mid-day Magazine** and **Spotlight**.



The group started in 1989 with 12 volunteers from the Valentine Center (now the Burnham Brook center) that were sponsored by an organization from New York. Two original members, Elizabeth Peckham and Nate Zanotti, continue to work with CAP, in addition to many other volunteers that help produce their award-winning programs.

**Spotlight** was the first CAP production started twelve years ago, and it continues to this day. The program has covered changes to the downtown area and features interesting events around the greater Battle Creek area. Recently, **Spotlight** showcased holiday programs from local elementary schools. **Spotlight** airs on Channel 11 Tuesdays at 7:30 pm.

**Discovering Talent** is another long-running CAP program. It provides an entertaining and informative look at hobbies, arts & crafts and local artists. **Discovering Talent** can be seen Mondays on Channel 11 at 7:30 pm.

**Mid-day Magazine**, hosted by Dave Eddy, continues to be a very popular program. It originally began as a radio show when WBCK was broadcasting live from the Old Kent Bank Building on



Mondays at noon. The CAP group moved Dave Eddy into the AccessVision studio and would simulcast his show on radio and cable television. The show is no longer on the radio, but still airs live from the AccessVision studio. Over the years, guests like Ernie Banks, Mary Lou Retton and Myron Florin have appeared on the show. **Mid-day Magazine** is on Channel 11 Mondays at noon, Tuesdays at 8 pm and Fridays at 9 pm.

To learn more about Cameo Artists Production, contact:

**Nate Zanotti** at 963-3906 or  
**Elizabeth Peckham** at 962-8991

## From the Executive Director

By Dale Geminder

**The 2001 Viewership Survey** is completed, with copies available to all our producers. Please see either Vickie or myself for your copy. If you are not a regular producer, but would like to view the results, a copy is available for your review at the front desk. Below are some of the key highlights of the survey.

Compared to the 1999 survey, viewership has increased by 4% to 10,335 households. This means that 40.2% of those who have cable watch AccessVision programming.

**High School Sports** has seen its third increase in a row, with an all-time high of 68% viewership. Though in 1996 it ranked as the second highest viewed program, it 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 meetings** retained a strong second place, for the second time in a row, with a 57% viewership.

Towards the end of the survey, three very important "perception" statements were asked. The first of these statements was, "*AccessVision programming is produced totally by volunteers.*" 78.3% agreed with this statement, which was up from 61.2% in 1999. In 1996 it was 63.2%.

The second statement was, "*Anyone may receive training in TV production at AccessVision.*" 74.5% agreed with this statement, which is up from 50.0% in 1999. In 1996 it was 37.3%.

The final statement was, "*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, which is up from 46.3% in 1999. In 1996 it was 42.7%.

These trends indicate that community awareness has increased dramatically over the past five years as to what AccessVision's mission is, and that the community is in agreement with the fundamentals of the facility.

## 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

Dorlah Guilfoyle

Nancy Mcfarlane (Secretary)

Skip Sullivan

David Zebell

## Staff

### Executive Director

Dale Geminder

### Programming/ Office Manager

Vickie Dunn

### Production Manager

Greg Mason

### Projects Coordinator

Jason Augenstein

### Technical Aides

Patrick Engle

Josh Hall

Ed Herr

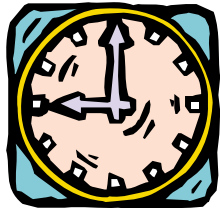
George Merriam

Jack Pattison

Aric Ruble

## Mission Statement

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.



## HOURS OF OPERATION

Monday - Friday: 8 am to 9 pm  
Saturday - Sunday: 9 am to 9 pm

## HOLIDAY SCHEDULE

**Good Friday, March 29:** Closed until 6 pm

- AccessVision, WNU class empower nonprofits
- Viewership Survey results
- Cameo Artists Production featured, and more!

*What's Inside:*

Log on to <http://accessvision.tv>  
for program listings and more!



ADDRESS CORRECTION REQUESTED

67 West Michigan Avenue, suite 112  
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