

AccessVision

Battle Creek Area Community Television

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Eye on AccessVision

ACCESSVISION'S QUARTERLY NEWSLETTER • WINTER 2004

CONGRATULATIONS PHILO WINNERS!

by Jason Augenstein



This year's **Philo Award** recipients were announced at the **ACM Central States Regional Conference** held in Akron, OH on October 25th.

The **Philo T. Farnsworth Awards** are a recognition of excellence in non-commercial cable programming from Indiana, Kentucky, Michigan and Ohio. The awards are named after the inventor of the first receiving tube for television transmissions.

Since 1995, AccessVision has earned multiple Philos each year for television shows in various categories. This year continues that tradition, as AccessVision producers submitted a total of 13 entries for the "Philos". Of those, seven were recognized with a Philo. The following were Winners:

- **George Merriam** for "*Calhoun County Republicans*" in the Political Awareness (Non-Professional) category.
- **Ed Herr** for "*Marian E. Burch Adult Day Care*" in two categories: Promotional :61 or More (Non-Professional) and Senior (Non-Professional)
- **Jason Augenstein** and **Dale Geminder** for "*Able To Play: Boundless Playgrounds*" in the Inspirational (Professional) category.

Cameo Artists Productions received recognition as Finalists in three categories:

- "*Spotlight: Binder Park Zoo*" in the Senior (Non-Professional) and Educational (Non-Professional) categories.
- "*Discovering Talent: Wild Turkey Call*" - Instructional (Non-Professional)

A big round of applause goes out to all of the Philo recipients.

All producers of programs are encouraged to submit their work for Philo consideration. Entry forms and information for next year's awards will be posted on the bulletin board in May.

Recent Productions

- K.C.C. interns **Chris Scherer**, **Ryan Powell**, **Jason Butcher** and **Nancy Nelson** had a busy Fall Semester at AccessVision. They produced programs such as the **Athena Awards Celebration**, **B.C. Central Homecoming Parade**, **Domestic Violence Community Forum** and the **City of Battle Creek CDBG Video**.

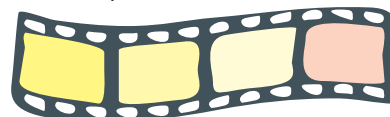


- The **Winter High School Sports** season kicked off on December 4th, with Lakeview at Battle Creek Central wrestling. AccessVision provides coverage of boys' basketball, swimming, wrestling and volleyball from local area high schools. Every effort is made to cover at least one sporting event from each school.

- AccessVision continues its partnership with **United Way of Greater Battle Creek**. **UWBC's 2003 Campaign Wrap-Up** event was covered on December 5th, and aired on channel 11.



- For the 14th year in a row, AccessVision staff and volunteers worked to televise the **Annual Battle Creek Christmas Parade** on November 22nd. Hosted by volunteers **Teresa Durham** and **John Wright**, copies of the parade can be purchased for \$15.



First Quarter 2004 Workshops

Studio: January 6 & 7, 6 - 8:30 pm

Digital Editing: January 13 & 14, 6 - 8:30 pm

Tape-based Editing: January 20 & 21, 6 - 8 pm

Camcorder: January 27 & 28, 6 - 8:30 pm

Graphics*: February 3 & 4, 6 - 8:30 pm

Tape-based Editing: February 10 & 11, 6 - 8 pm

Camcorder: February 17 & 18, 6 - 8:30 pm

Digital Editing: February 24 & 25, 6 - 8:30 pm

Graphics*: March 2 & 3, 6 - 8:30 pm

Camcorder: March 9 & 10, 6 - 8:30 pm

Tape-based Editing: March 16 & 17, 6 - 8 pm

Studio: March 23 & 24, 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. (**You must complete either Tape-based Editing or Studio workshop prior to enrolling in Graphics.*)



If you have any questions about the classes, please contact **Jason Augenstein** at **968-3633**, or go to <http://accessvision.tv/training.aspx>

Next Producers Club Meeting

The **Producers Club** will meet on **Wednesday, February 4th at 6 p.m.** in the conference room. The focus of this meeting will be on **Digital Post Production**. We'll discuss non-linear editing, how to manage projects, how to use Photoshop and more. There will also be a special offer made available only to members who attend this meeting, so be sure not to miss it!



The Club is open to all members of AccessVision, whether you're a producer of a show, a crew member, or just an occasional user. This is **YOUR** chance to get involved. There is no cost to join. We hope you will find it a pleasant environment to network with other producers.

Edit Rooms Simplified

Recently, we have been working to streamline the Edit Rooms in order to make a more user-friendly and comfortable environment for everyone.

We have reconfigured the tape-editing system in Edit Room C. The reasons were simple: the room has seen a steady decline in use over the last few months; additionally, it was set up with different editing equipment as the other systems. We combined the best equipment from Edit Rooms A and C to make a better edit system in Room C.

Edit Rooms C and D are now the only tape-editing rooms available, and they are both set up with the same edit controller, decks, etc. In order to make AccessVision an easy-to-use facility, it's important to standardize the rooms and the equipment, so that there's only one system to learn and it's consistent throughout the facility.

Edit Room A has been converted to a second Digital Editing room for the iMac station. Previously, both digital workstations occupied Edit B, which made for some cramped quarters.

Another change will be coming shortly. As we have seen a decrease in the use of 3/4" and Hi8 formats, these decks will be eliminated from all of the editing systems. If you're using AccessVision equipment to record your footage, you're already using either S-VHS or MiniDV, so these will be your only two choices in the Edit Rooms.

However, if you still have Hi8 or 3/4" tapes you need to use, don't worry. We will be setting up a dub station that all volunteers may use to transfer footage to S-VHS prior to editing.

We think all of these changes will help make life a little simpler here at AccessVision.

VOLUNTEERS NEEDED!

We are always looking for volunteers to help us cover High School Sports and Local Government meetings.

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

2003 VIEWERSHIP SURVEY

As promised in the Fall Newsletter, the **2003 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.

Allow me to hit some of the highlights.

The 2003 Viewership Survey shows that there continues to be over a 36% viewership of AccessVision programming, which translates into over 9,500 households who have cable.

"High School Sports" continues to be the highest viewed program with over 56% of the households tuning in. This translates into over 9,450 individuals watching "High School Sports".

The Battle Creek City Commission meeting remained a strong second place, for the third time in a row, with a 44% viewership rating, which translates into nearly 6,000 individuals.

Towards the end of the survey, three very important "perception" statements are asked. The first of these

statements was, "AccessVision programming is produced totally by volunteers": 77.2% agreed with this statement, which stayed nearly the same from 2001 at 78.3%. In 1999 it was 61.2%. In 1996 it was 63.2%.

The second statement was, "Anyone may receive training in TV production at AccessVision." This statement has seen an increase in each of the surveys conducted over the past seven years. This year 77.9% agreed with this statement, which is up from 74.5% in 2001. In 1999 it was 50.0%. 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." This statement also saw an increase over the previous survey with 67.6% agreeing. In 2001 it was 64%. In 1999 it was 46.3%. In 1996 it was 42.7%.

A new question asked on this survey was to see if people were aware that AccessVision offered community programming on channels 9, 11 & 12. The results showed that over 82% were aware.

This shows community awareness continues to grow over the past seven years as to what AccessVision's mission is and that the community is in agreement with the fundamentals of the facility.

Welcome, New Members!

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

Charlotte Ellison
Jeff Bradley
Alecia Bradley

Michael Welles
Antwuan Jacobs
Karen Murray

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.

COMMUNITY VOICE



Community Voice is the most direct way to get your message on the air. We provide you with five minutes of airtime to express an opinion or announce an upcoming event. **There is no cost or training needed.** The program is taped every **Thursday from 3 p.m. to 7 p.m.** in the studio. Contact **Greg Mason** or **Aric Ruble** at **968-3633** to reserve a time slot and make your voice heard in the community!



PLEASE REMEMBER: As the Winter temperatures fall, do not leave equipment in your car. Along with damaging the belts inside the camcorders, extreme cold drains the life out of batteries and is bad for tapes as well.



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.

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), Debra Ensign, Jeff Nowicki, Peter Phelps, Martha Stilwell (Secretary), John Whitaker

Staff

Executive Director: Dale Geminder

Programming/Office Manager: Vickie Dunn

Production Manager: Greg Mason

Projects Coordinator: Jason Augenstein

Playback/Facility Coordinator: Aric Ruble

Technical Aides: Jason Fajardo, Jack Pattison



HOURS OF OPERATION

Monday - Friday: 8 am to 9 pm

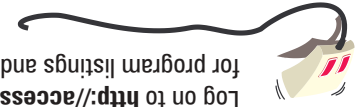
Saturday: Noon to 9 pm

Sunday: 9 am to 9 pm

- 2003 Philo Awards wrap-up
- Producers Club to meet February 4th
- Viewership Survey results, and more!

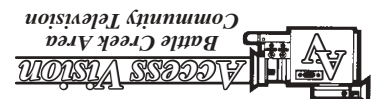
What's Inside:

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



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