



Battle Creek Area Community Television

67 WEST MICHIGAN AVENUE, SUITE 112
BATTLE CREEK, MI 49017
PHONE: (269) 968-3633
FAX: (269) 968-2924
HTTP://ACCESSVISION.TV

AccessVision Plans Upgrades for 2008

by Jason Augenstein

AccessVision's fiscal year runs from April - March. Recently, staff has been busy researching and planning upgrades for the coming year. Below is a summary of the upgrades planned.

Studio A: AccessVision's goal for its 3-camera studio is that it should be simple, flexible, and easy to use for directors, with or without a large crew. It should allow producers to create high quality, professional-looking programs. Plans are underway to upgrade to a fully-digital system with three new cameras, a digital switcher, new graphics system, TelePrompTer, copy stand and more.



Digital Editing: Usage data from January 2008 to present suggests that out of all the shows producers edit at Accessvision, about 80% of programs are edited digitally, versus only 20% being edited on tape. In order to keep up with demand, AccessVision hopes to add a third Mac-based digital edit room by the end of the year.

DVD Recording: Later this year, the VHS record decks in both portable studios and Studio A will be replaced with DVD recorders. These will allow producers to record their shows to a digital format in real time, without needing to spend extra time encoding the video to MPEG format.

Flat Screen Digital TVs: A new 42" LCD monitor has already been installed in the conference room. Two new 32" panels in the front lobby constantly display both of AccessVision's channels. This is the first step toward making the facility a more attractive and inviting environment.



Marketing Plan: Funding is currently being pursued to launch a major marketing campaign for AccessVision, including a revamped Web site. See page 3 for more details.

Recent Productions

• Scene Magazine's 2008 Man Of The Year is Irv Brinker. Cameo Artist Productions' James Williamson, Nate Zanotti and Bruce Welcher recorded the program with the portable studio. The show aired four times in March, on AccessVision channel 16/916.



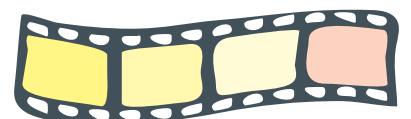
• Boys basketball district playoffs. Class B games taped were Pennfield vs. Vicksburg and Harper Creek vs. Three Rivers at Pennfield High School on March 25th. Class A games covered were Battle Creek Central vs. Grand Ledge and Lakeview vs. Mason on March 27th. The district final between B.C.C. and Lakeview was also covered on March 29th at Lakeview.



• The Pennfield Township public meeting held on January 30th was covered by Greg Mason. Its purpose was to discuss and receive input from township residents about the Water and Sewer Utilities Rate Study Report presented by consultant Rehmann Robson.



• VHS or DVD copies of these and many other programs recently shown on AccessVision may be purchased for \$15. Call 968-3633 to order.



TV Production Workshops

STUDIO:

April 7 & 8; 6 - 8 p.m.

FINAL CUT PRO:

April 14 & 15; 6 - 8 p.m.

CAMCORDER:

April 21 & 22; 5:30 - 8 p.m.

DIGITAL EDITING:

April 28 & 29 6 - 8 p.m.

Workshops are offered monthly. Additional workshops for May will be scheduled in early April. Advance registration is required, at least one business day before the first session of the class.

Each class topic is \$20 per person, except for Studio Camera Volunteer, which is FREE. If a class is more than one session, you must complete all sessions to be certified to use the equipment. Some classes must have prerequisites met prior to enrolling.



If you have any questions about the classes, please contact Jason Augenstein at 968-3633, or visit the web site at www.accessvision.tv and click on the "Training" button.

Welcome, New Members!

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

Peter Engel	Sanita Virgil
Dan Crowle	Larz Smith
Travon Tatum	Mike Carson
James Lininger	Amy Newman
Roger Stuart	Brian Hecht
Courtney Brown	Jerry Finneman
Richard Compton	Amanda Fuller
Latosha Tooten	Jacob Paige
Tom Headley	Terrin Fisher

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!

Channel Lineup

You may remember that back in January, Comcast had planned to move AccessVision off of analog basic cable, up to the digital tier. AccessVision's channels are indeed on Comcast digital cable now, but its programming still remains on the old channels as well.

AccessVision will continue to be seen on analog cable channels 15, 16 and 17 at least until April 30th, 2008. After that, things may or may not change, depending on the outcome of current negotiations between Comcast and Meridian Township.

Meridian Township filed a lawsuit in federal court in January in an attempt to stop Comcast from unfairly moving access channels in their community; as a result a judge has issued a temporary restraining order against Comcast, set to expire at the end of April.

So, for the time being, here is where you can find AccessVision on Comcast cable:

If you have a standard (analog) TV with basic cable:

Local weather radar: channel 15.

Community programming: channel 16.

Government/Educational programming: channel 17.

If you have a standard (analog) TV with a Comcast digital cable box and subscribe to digital cable:

Local weather radar: channel 915.

Community programming: channel 916.

Government/Educational programming: channel 917.

If you have a newer, digital TV with an ATSC tuner and subscribe to digital cable (without a cable box):

Local weather radar: channel 82-5.

Community programming: channel 82-6.

Government/Educational programming: channels 82-7.

AccessVision, along with many other access centers across Michigan, is striving to continue providing its programming to all cable subscribers, without discrimination or increased cost to the viewer.

For more information, please contact Comcast at (877) 824-2984. This is a dedicated phone number to answer questions related to the channel change.

Kellogg's Care\$

For more than a decade, **Gary Katz**— a process lab coordinator at the **W.K. Kellogg Institute for Food & Nutrition Research** — has volunteered with AccessVision, serving as an on-air announcer for cable casts of local high school sporting events.

"After all these years, this is still a labor of love for me, because I love sports and the athletes who compete," Gary says. "Plus, I love helping to showcase the talents of our young people and bring the excitement of these games to the community."

As a result of Gary's volunteerism, AccessVision recently received a \$500 grant from the **Kellogg's Care\$ Employee and Retiree Volunteer Program**.



Volunteer sports announcer Gary Katz with Tony The Tiger

The program offers grants to eligible nonprofit organizations for which Kellogg employees and retirees regularly donate their time and talents.

Kellogg's Corporate Citizenship Fund will make a \$250 donation for each Kellogg employee or retiree who volunteers

25 hours with the same organization in any consecutive 12-month period. A maximum of two grants per year for each eligible participant are allowed.

During the peak of the football and basketball seasons, Gary often volunteers more than 12 hours a week. But he enjoys every minute of it.

"It has meant a lot to me during the past few years to be able to contribute that much more to AccessVision and to the community through Kellogg's Care\$," Gary adds. "I would encourage anyone who volunteers — employees and retirees alike — to be a part of Kellogg's Care\$. Believe me, it's a smart play and everyone comes out a winner."

AccessVision would like to thank Gary Katz for all of his time spent announcing for its televised sporting events over the years.

Getting The Word Out

by Dale Geminder

In the nineteen years that AccessVision has been providing service to the Greater Battle Creek Area, we as an organization have never developed a marketing plan. Why should we? We are the best organization to come along in years! All sarcasm aside, every nonprofit worth their salt thinks they are the best thing to come along since sliced bread.

AccessVision has received a grant from the **Kellogg Action Lab** to develop a marketing plan this spring and **The Williams Group** has been hired to create this plan. Not only will this plan incorporate the standard ways of increasing visibility, it will also incorporate a more robust web presence.

If your idea of watching TV is through the internet on a computer monitor, stay tuned to AccessVision for video-on-demand. Not only will our efforts be focused on increasing our cable audience, we will also be trying to increase viewership through nontraditional means.

AccessVision is also looking at software that will assist volunteers to see what equipment is available on-line and make their reservations without leaving home. Not only is this marketing plan designed to create a new, larger audience base; it is also focused on assisting our most valuable asset: you, the user.

The marketing plan's anticipated completion will be the end of June, with the implementation of the plan commencing over the following 9 – 12 months. Stay tuned for new and exciting changes at AccessVision.

Your Voice! Your Community!

Do you have a comment about AccessVision programming? Want to make your voice heard? We want to hear from you! Please e-mail comments about programming to:
comments@accessvision.tv

Our Mission

The mission of AccessVision is to empower people to strengthen a sense of community, facilitate civic dialogue, and celebrate local culture by communicating through electronic media.

Hours of Operation



Monday - Friday: 8 a.m. to 9 p.m.
 Saturday: 10 a.m. to 9 p.m.
 Sunday: 9 a.m. to 9 p.m.

Holiday Hours

Closed Memorial Day, Monday, May 26th

Please contact AccessVision...

- If you change your address or phone number
- If you wish to be added to our e-mail list

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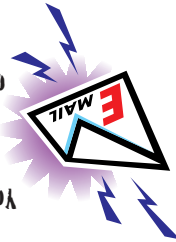
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 our e-mail list! E-mail jason@accessvision.tv
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 Battle Creek, MI 49017

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