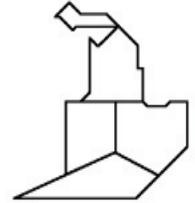




Alliance for Community Media  
Central States Region



# KEYLIGHT

Summer 2007

Volume XXIII No.2

## National Conference - Minneapolis



Pictures, courtesy of Rick Hayes and Steve Sobel are from the ACM National Conference in Minneapolis. This year's conference theme was "Navigating the Currents".



Make plans to attend the Fall Conference in Ft. Wayne, Indiana, November 8th - 10th. For more details see the flyer enclosed.

[www.csregionacm.org](http://www.csregionacm.org)

# Chair Chat

with

**Hap Haasch**

**“Cable Franchise Reform”**: It started in Indiana, moved to Michigan, and then invaded Ohio. I suspect Kentucky will soon have swarms of AT&T lobbyists descending upon their legislators...if they haven't already.

In Michigan, we've already lost PEG centers in the aftermath of AT&T's blitzkrieg to change cable franchising law to their favor. I'm certain others will meet the same fate. From what I can interpret, many Ohio centers will face similar “de-funding” challenges.

I say these things not to rub in a doom and gloom perspective. We are experiencing a reality check, and it's not pretty. But...there is hope.

Go back and read your Spring 2007 Community Media Review (CMR), particularly a little article entitled “The Challenge to Evolve” by Kari Peterson of Davis Community Television. Here's the line that stunned me: “As our local non-profits think about using technology to enhance their effectiveness, do they think about us (PEG centers) as the go-to source?” Tough question...and for most PEG centers I suspect the answer is “no”.

That's got to change, at least in regards to low/no cost media production and distribution. Services tailored to non-profit organizations is not a new concept – Media Bridges in Cincinnati, GRMC in Grand Rapids, and CTN in Ann Arbor



are just a few of the centers that have strategically embraced this notion. In the environment we now find ourselves, I believe this will be a key to the survival of PEG centers.

I'm suggesting the leadership of the CS-ACM, and leaders in our PEG centers, take a hard look at replicable models for non-profit services and make this a cornerstone of our movement. We can start this process in Fort Wayne, IN when we gather for the Fall, 2007 Regional Conference (November 8-10, 2007). The Spring, 2008 Regional Conference will be yet another golden opportunity to craft a “best practices plan”, with Media Bridges as our host.

Despite recent legislative setbacks, I find myself strangely hopeful about the future of PEG access. After all, we've been doing “user generated media” for over thirty years...we CAN do this!

Hap Haasch  
Chair – ACM Central States Region

## Treasurer's Report

by Norm Compton

There has been little activity on the financial front for Central States. On the Income side, \$1,739.84 from the Alliance National "Dues Sharing" program that pays out once a year. \$ 635.07 from C/D interest that matured the beginning of August. Philo income is rolling in. Thank you.

On the Expense side, While we have not written any checks yet this quarter, we expect to pay these expenses as they come in. The five Grass Roots scholarships to the National Conference also have stipends pending. \$4,000.00 was donated by Central States to the National fund raising effort at the conference.

Now you know,  
Norm



## Philo Awards Report

by Rod Schwartz

Media Bridges is again contracted to administer the Philo awards this year. There were a total of 286 entries this year, with the deadline the end of July. The Philo administrator is currently putting all the info into an Access database format, which will allow them to create the reports and administer the judging center assignments and accounting responsibilities quicker and with more accuracy. 14 judging sites have been identified and tapes should begin showing up within the month for judging. As always, winners and finalists will be notified both by mail and on the Philo website > [http://www.csregionacm.org/video\\_comp.php](http://www.csregionacm.org/video_comp.php) as soon as the judging sites and Philo Administrator finish their calculations, probably sometime in October. Don't forget to save the dates for the Philo Award ceremony on your calendar: Friday, November 9th in Ft. Wayne, IN. Good luck to each & every entrant & we'll see you in November!



# Greetings from Grassroots

## by Sara Mahle

### Grassroots Scholarships

The Grassroots committee has been hard at work awarding scholarships and making conference dreams come true! This year, we sent five lucky recipients to the National Conference in Minneapolis, MN:

Jeff Wienkam (ICRC TV, Cincinnati, OH)  
Kathy Dumas (Media Bridges, Cincinnati, OH)  
Laurie Cirivello (GRTV, Grand Rapids, MI)  
Jeremy Wolford (Media Bridges, Cincinnati, OH)  
Caroline Rubens (Appalshop, Whitesburg, KY)

Two of their conference registrations were provided by the national office while three more were provided by the Central States Regional Board. The region also covers up to \$350 in travel costs for all five recipients. These efforts are made possible by YOUR contributions to the Grassroots Fund. So give yourselves a pat on the back! Your generosity means that members of the Alliance who could not have attended the conference, DID attend the conference. Here's what they have to say in return:

“The Alliance for Community Media 2007 International Conference had all the components for success: 1) there was a great variety of break-out sessions, covering topics from new media practices to media literacy education to organizational development, 2) there was a great variety of attendees from all over the country, all of whom came with adequate passion and experience for innovation and collaboration, and 3)



there was a fantastic keynote--Al Franken (I love him.) I gathered a lot of ideas for my future activities in community media, learned a lot about current trends in the field, and genuinely (and appropriately) “communed” as well. Thanks so much to all who contributed to this year’s Grassroots Fund. I am honored that I was able to take part in such a dynamic event.”

-Kathy Dumas

“This years conference in Minneapolis was absolutely amazing. It was an excellent opportunity to not only meet fellow community media workers, but also to learn from their experience in media centers across the U.S. The sessions allowed me to pick the brains of the experienced professionals within community media and to learn how to work with the challenges we all foresee. Thank you so much for the chance to go.”

-Jeremy Wolford

## Grassroots (Cont'd.)

Do you want to be involved in the excitement and good cheer that are the Grassroot Scholarships? You are in luck! We will again be awarding scholarships for the conference this November in Fort Wayne. More information will be available shortly concerning how to apply for a grassroots scholarship, but if you just can't wait, feel free to contact me via email at [sara@mediabridges.org](mailto:sara@mediabridges.org).

AND...while attending the conference in Fort Wayne, you will have the chance to give generously to the grassroots fund! When you see that big clear jug walking by, give what you can to support this noble cause. Without your help, it just isn't possible! Giving feels good, so give well and give often! If you simply can't wait to contribute, again, contact me via email at [sara@mediabridges.org](mailto:sara@mediabridges.org). Good vibes and good karma are bound to follow.

### Roxie Cole Award

The Grassroots Committee needs your help! This year, we deeply regret to announce that we received no nominations for the Roxie Cole Leadership Award. We do not think this means that there is no one out there deserving of this honor. We think perhaps it's time to re-introduce Roxie Cole to the members of the Central States Region. For all of those out there who knew Roxie, it's time to tell the world who she was and what she meant to the Alliance. Please send us your stories, descriptions, thoughts, and pictures of Roxie Cole. They can be emailed to [sara@mediabridges.org](mailto:sara@mediabridges.org). Thanks SO much for your assistance and for helping to strengthen the legacy





# NOVEMBER 8-10 2007

BUILDING THE FUTURE IN  
FORT WAYNE, INDIANA

Many issues are impacting Access in our region. This is your chance to learn the latest and to get ahead. This is our only regional conference this year, so plan on attending. In Fort Wayne we have been building our future for the past five years, we moved into a spacious new center this year. Part of the future has included adapting to a state franchise, and working with the telcos as well as the cable companies.

We hope you entered the Philo T. Farnsworth Video competition. The video awards show will be an integral part of this year's conference. The special after hours library event in the theater will be one for the ages!



Did you know Philo T. Farnsworth called Fort Wayne home for many years?

"Access Fort Wayne invites you to attend the conference that will be held in the newly renovated facilities of the Main library."



Keynote speaker, Ms. Gloria Tristani.

Gloria Tristani is currently Of Counsel at Spiegel & McDiarmid and is a former FCC Commissioner. While at the FCC, one of her primary goals was to ensure that telecommunications services remained affordable and accessible.



Call the Fort Wayne Inn reservation line at 260-422-5511. Mention "Central State Region ACM" to get the \$74.00 rate before October 8th. The conference registration forms will be coming out in September.

[www.csregionacm.org](http://www.csregionacm.org)

State Franchises are effecting all the Access Centers in our region. In Indiana we have seen ATT and Verizon enter into the business this year. Come hear the "Tale of Two City's" (Bloomington and Fort Wayne) to prepare your future. Do you have a copy of your state's current legislation? Do you know exactly how it will effect you. Attend the Public Policy workshop learn about the new franchises and network with others in your state at the State Chapter meeting to plan your strategy.



**Questions? (260) 421-1250**

Convergence of Computers and Television is everywhere. Are you on Youtube yet? Are your City Council meetings available as "Video On Demand"? Are you doing tapeless productions? We will address the Tech 2.0 issues we face in this track. We have also reserved our Computer Lab for the conference to have intensive training on computer software as a separate track.



# Michigan Chapter Report

by Mark Monk

Do Diligence, Do The Right Thing or Do Dah

Some of you may or may not know that in Michigan AT&T has launched their TV product called U-Verse. This addition into the TV delivery market puts the total between four and five providers in most communities; lets count them. 1) Standard over the air broadcasters, 2) Cable companies, 3) Satellite dish companies, 4) Internet based TV companies, and 5) AT&T's U-Verse TV product.

Particular to Michigan is a portion of the law that requires video service providers (AT&T) to make space for PEG channels and to treat them in a same fashion as the other TV program providers within their product line up. To the best of my research, AT&T's U-Verse has been in the market place for about two years and no PEG channel in any community has ever been watched by any community member. Michigan may be the first place for PEG channels to be seen by the public.

Being the first can be a great thing but not in this case. The technical plans that AT&T has for the PEG channels require that the signal be reduced by 400%, the audio should be noticeably less and finding you local Access program is as best several pull down menus to find anything. I won't get to 'teky' with the details other than to say most of us use this same picture quality all the time. If you have a screen on your cell phone or know someone who has a hand help game platform then you probably are using the same image quality of 320x240. This is AT&T's plan for all of our channels. I for one, believe this is wrong.

The Michigan Chapter has started legal action against AT&T to require them to treat PEG channels in the same fashion as the rest of the TV providers. Do you think that CNN, HBO or NBC would want their programming dumped down to U-Tube quality video? When you are looking for your Fox News or ESPN sports update, would you like to sift through several pull down/pup up menus? I know I would not. Lastly, I would like to let you know that after talking with AT&T representatives, the company has decided that it's better to deal with the issue of PEG channels, one local community at a time instead of the one size fits all approach.

If you have tried to talk with AT&T regarding their U-Verse product please send me a breif description of those efforts. The idea is to have a single source related to AT&T's treatment of PEG on their U-Verse TV product. Please send your comments to: [Operations@CACTV.Org](mailto:Operations@CACTV.Org)



## Ohio Kentucky Chapter

by Steve Sobel

**I would like to personally thank Tom Bishop and Rick Hayes for their hard work on SB117. There are some positive changes but not enough. The fight will continue with monitoring and follow-up legislation. A good Ohio center list is built due to state legislation.**



## Information Services

by Jennifer Teipel

**Look for changes coming soon! The Central States website is in need of a major overhaul. If you have suggestions you would like considered please contact me at [Jennifer@campbellmedia.org](mailto:Jennifer@campbellmedia.org).**

**The Central States Board is archiving photos. If you have taken photos of Regional events or National conferences and would be willing to share, please send those to me for the archive.**

**In order to maintain good communication from the region, please let me know if you change your email address so we can update the database.**



# Public Policy Report

By Tom Shubert

**This has been a challenging year. With legislative threats coming from both federal and state legislators, we are continuing our program to help support the efforts of the ACM National Office. The Public Policy Fund Drive has been successful in raising a total of \$2650.**



**I would like to thank the following people for their generosity: Frank Jamison, Matthew Richardson, Lorry Jane Hess, Lynn Meikle, Deborah Gutherie, Bill Lavoy, Barb Rentola, Mark Monk, Rod Swartz, Hap Haasch, Norm Compton, Ron Beacom, Jamie Kinnison, Chip Bergquist, Tom Bishop, Coleen Fulks, Sara Mahle, Jan Howard, Dianne Griffiths, Edward Peters, Chad Creager, James Thienel, Michael Benko, Rick Hayes, Ralph Salmaron, Kathy Dumas, Ben Stark, Dave Leighton and many anonymous donors.**

**We are offering premium items at the following levels of donation: \$10 (baseball hat); \$15 (lunch bag); \$50 (padfolio); \$100 (briefcase). We will have all items available at the Fall Conference in Fort Wayne, IN. If you would like to donate now, please send me a check made out to ACM-Central States. I will ship you the premium item. My address is 115 Wilbur Drive, Munroe Falls, OH 44262.**

**The Organizational Development committee has also been working to update our mailing lists and membership list. In order to help us, please notify me if you receive a mailing for someone who no longer works for your access center. Also, we encourage you to please pay your membership dues as promptly as possible. Our strength is in our numbers.**



# Attention ACM Members!

*Applications are now  
being accepted for the Fall  
2007 Grassroots  
Scholarship!*



*This year's conference will take place in Fort Wayne, IN Nov. 8-10. The Central States Region will provide recipients with free conference registration and accommodations.*

To apply, submit a letter via email with the following information: your name, mailing address, phone number, fax number, and email address, along with the name and address of the ACM affiliated organization you belong to.

Provide a brief statement outlining the following:

- How will you benefit by your attendance at the Nov. 8th-10th Central States Regional Conference in Fort Wayne, IN?
- What have you done to support PEG access in your community? For how long? Why do you think PEG access is important to your community?
- If selected, how would you use the knowledge gained to invite an even greater diversity of "voices" in your community?
- Are you an individual member of the ACM? Is your affiliated access organization a member of the ACM? You must include acknowledgement from your access center documenting your involvement in local programming; this can be done by the Volunteer Coordinator or Executive Director with a signature.

All current, paid members of the Alliance for Community Media who reside in the four Central States (OH, KY, IN, MI) OR those who are active producers, board or staff members affiliated with an organizational member of the ACM are eligible. The scholarships are provided by the ACM Central States Region and cover conference registration and a hotel room for November 8<sup>th</sup> and 9<sup>th</sup> ONLY. The room may be shared by other recipients. A report of your experience must be submitted to the Grassroots committee within two weeks after the conference.

Please Reply Via Email To:  
Sara Mahle  
sara@mediabridges.org

## Editor's Note

Long-time CS-ACM Board member and Philo T. Farnsworth Video Festival Committee Chair, Rod Swartz, has announced he will no longer be able to actively serve on the CS-ACM Board. Rod will be focusing on many new responsibilities in his professional position at Princeton High School. The next edition of Keylight will feature more on Rod and his contribution to the CS-ACM, but for now, please join us in wishing him the very best as he embarks on new adventures!

Rodney,

*I want to thank you for all the time you have served on the Central States Regional board along with taking on extra duties that most of us would shy away from. I cannot for the life of me remember how many years it has been since you have been a board member, but knowing how long I was there that it is only this past month that you resigned...well, I do not even want to begin to count because I would have to start adding up mine and I do not even want to think about it. You streamlined the Philo T. Farnsworth Award entry process, gave producers feedback on their entries afterwards and the Philos have always been a very large piece of work. You also helped with the budgetary process to make sure we never went hog wild with our spending. And I expect to see you at the memberships meetings taking up Roxie Cole's position as I sometimes do. You better be there, my brother or I will come down to Cincinnati and gnaw on your skull...because it hasn't gotten weird enough yet. Thanks for all your work and years of service.*

*-Erik*

Rod,

*I just don't have the words to describe the loss to our part of the PEG world.*

*Thank you for being you. Keeping the discussions on track asking the hard questions like why are we doing this or that.*

*Thanks for keeping an eye on the purse strings. Being a strong advocate for The "E"*

*I thank you for your time and effort for the Philos, all the meetings and "Board Enrichment".*

*You will be missed. I will miss you at the meetings, (not just your effort to keep me on track).*

*If your professional track ever crosses Access path again the door is always open please come inside.*

*-Steve*

Rod!

There are stories to tell of good times and some not so good times with our friend Rodney. You have represented the people of Access very well and we owe you our gratitude. You step away from years of service having left your mark as the Educational Committee Chair. Enjoy your freedom from the strategic planning and budget meeting. Enjoy travel on your own terms that is free of flat tires, heart stopping breakfasts, or sleeping in cabins. Enjoy the break, but remember in this biz, you never burn bridges cause we will be back in your neighborhood real soon.

Your fellow Philo Fan  
-Norm

Rod,

I want to thank you for all the hard work and the good times we have shared while serving on the Central States Board. You have always been a vital part of the Board with your work on Philos, budgets, and many other responsibilities too numerous to mention. I will always remember you for being the voice of reason in the room when we had those meetings that lasted well into the night. When we all thought we had solved a problem, you had a way of posing a question that made us all go hummm. Good luck buddy with whatever road you take in the future.

-Frank Clark

## Photos from CS Region Board meeting in June



Pictured, Hap Haasch, Chair, and Norm Compton, Treasurer.



The Board is making plans for the Fall Conference.



Pictured above, Frank Clark, EO Chair and Steve Sobel, OK Chapter Chair.

## Central States Region Board members

### **Hap Haasch**, Chair

Community Access Center  
Kalamazoo, MI 49007  
269-343-2211 [Executive@cactv.org](mailto:Executive@cactv.org)

### **Chip Bergquist**

Waycross Community Media  
Forest Park, Ohio  
513-825-2429x11 [chip@waycross.org](mailto:chip@waycross.org)

### **Frank Clark**, Equal Opportunity Chair

Office of Cable Communications  
Cincinnati, Ohio  
513-352-5307 [frank.clark@cincinnati-oh.gov](mailto:frank.clark@cincinnati-oh.gov)

### **Norm Compton**, Treasurer, Finance Chair

Access Fort Wayne  
Fort Wayne, IN  
260-421-1246 [ncompton@acpl.lib.in.us](mailto:ncompton@acpl.lib.in.us)

### **Sara Mahle**, Grassroots Chair

Media Bridges  
Cincinnati, OH  
513-651-4171 [sara@mediabridges.org](mailto:sara@mediabridges.org)

### **Mark F. Monk**, Michigan Chapter Chair

Community Access Center  
Kalamazoo, MI  
(269) 343-2211 [Operations@cactv.org](mailto:Operations@cactv.org)

### **Matt Schuster**, Vice Chair, Public Policy Chair

Louisville MetroTV Channel Manager  
Louisville, KY  
502-574-1904 [matt.schuster@louisvilleky.gov](mailto:matt.schuster@louisvilleky.gov)

### **Erik Mollberg**, Indiana Chapter Chair

Access Fort Wayne  
Ft. Wayne, Indiana  
260-421-1386 [emollberg@acpl.info](mailto:emollberg@acpl.info)

### **Tom Schubert**, Organizational Development Chair

115 Wilbur Drive, Munroe Falls, OH  
330-686-4933 [tomschubert@sbcglobal.net](mailto:tomschubert@sbcglobal.net)

### **Steve Sobel**, OK Chapter Chair

Office of Cable Communications  
Cincinnati, Ohio  
513-352-5308 [steve.sobel@cincinnati-oh.gov](mailto:steve.sobel@cincinnati-oh.gov)

### **Rod Swartz**, Education Committee Chair

Princeton Institutional TV Network  
Cincinnati, OH  
513-552-8275 [rswartz@princeton.k12.oh.us](mailto:rswartz@princeton.k12.oh.us)

### **Jennifer Teipel**

Campbell County Community Media  
Highland Heights, Kentucky  
859-781-3495 ext. 12 [Jennifer@campbellmedia.org](mailto:Jennifer@campbellmedia.org)



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