



KEYLIGHT

August 2008

Volume XXIV No.3

**PHILOS AT THE HISTORIC BROADWAY THEATRE
IN MT. PLEASANT, MICHIGAN..BE THERE!**



Pictured above is the Broadway Theatre and to the right the Board standing in front of the refreshment stand at the theatre during the conference planning meeting



Also in this issue...

... Look back at
National
Conference in D.C.

...Early bird deadline
and
Scholarship Information
for the Fall Regional
Conference

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Board Members

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In this edition of Keylight, I'd like to comment briefly on a potpourri of CS-ACM items...think smorgasbord of commentary!

Out of the gate, I must thank the group of CS-ACM folks who attended the ACM national conference in Washington DC July 9th – 12th and made wonderful efforts to share our concerns with U.S. Senators and Representatives. Thanks to Mark Monk and Frank Jamison of the CAC in Kalamazoo, Bill Lavoy from Monroe, Eric Mollberg from Fort Wayne, Jennifer Teipel from Campbell County, Jan Howard from Mt. Pleasant, Deb Guthrie from Okemos, Frank Clark, Steve Sobel, and Tom Bishop from Cincinnati, and Matt Schuster from Louisville. I probably forgot someone – so please forgive me. **DON'T STOP NOW!** Follow up and gently but firmly ask for legislation that corrects the damage caused by various state cable franchising laws.

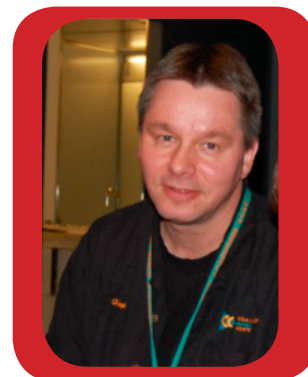
Any reflection on the 2008 national conference **MUST** include kudos to the local planning team headed by Nantz Rickard of DCTV. I must say that the closing ceremony featuring a wonderful group of Native American speakers and dancers (participating in the “4000 mile March” from San Francisco to Washington DC) was one of the most moving experiences I've had in the ACM...and I've had many. When our

new friends invited ACM conference attendees to join them on the stage in an impromptu ceremonial dance ritual...I sensed a “presence” in our group that has been lacking for some time. It was a very powerful moment.

In late July, 2008 I had the good fortune to meet Ms. Barb Pyle, a relative “newbie” to our business. She is the Executive Director of MacMedia in Holland, MI., and she admittedly is climbing the learning curve in community media. Although Barb is not a media professional, she GETS community media and feels compelled to make it survive and thrive in Holland. After an “a ha” moment when I explained there was a support organization out there for people just like her (yes, I mean us!), I personally invited Barb to join the ACM and attend our upcoming Fall conference in Mt. Pleasant, MI. I know all of you “seasoned” executive directors out there will share you collective wisdom and insight with Barb and help her “feel the love” that is the Central States Region of the Alliance for Community Media.

Last, but certainly not least – we welcome a newly elected Board of Directors this summer – including two first-time BOD members. Congratulations to Jan Howard and Keith Gilbert!

Hap Haasch
Chair, CS-ACM



Welcome New Members

Dear CS Region,

Thanks for the vote! My name is Keith Aaron Gilbert and I have been elected to serve on the Central States ACM Board. My education is in classic literature; my professional experience is in teaching adults, empowering the marginalized, and advocating for those who cannot do so for themselves. For more info, please feel free to contact me at keith@mediabridges.org and I will be happy to give it. Somewhere around midnight on August 1st, in the delirium at the end of a 19 hour day, I volunteered and was seconded to assume the Public Policy Chair seat. I am well aware of the hard act I follow in Mr. Shuster. Since I have been the Director of Operations at Media Bridges under the stalwart and knowledgeable leadership of Tom Bishop our agency has been in the trenches on the front line in the public policy surrounding PEG on the state and federal level. This spot on the board and as the Public Policy Chair brings it all home and on my desk in Cincinnati. As all of us who currently serve, the talents I possess and the time I can steal away from the rest of my life is at the disposal of this cause and the drive to wrench back our bandwidth and make space on that vast public square for the voices of all who have something to say. I will do my best.

Sincerely,
Keith Aaron Gilbert, Director of Operations
Media Bridges, Cincinnati



Jan was appointed Executive Director of the Mid Michigan Area Cable Consortium, a municipally organized group of 11 member communities in 3 counties in 2002. Ms. Howard brought a wealth of experience from both the local and National chamber associations where she worked from 1992-1998, putting in over 5 years in fundraising and membership offices, and in commercial contracting and development, (1998-2003). Jan was elected to the Michigan Alliance for Community Media chapter as an at large member from 2004-2006 and as secretary in 2007. Jan and her crew will be hosting the Fall 2008 ACM conference in Mt. Pleasant Michigan this year and is planning a great, not to be missed, event.

National Conference



Congratulations to Tom Bishop for
receiving the
Buske Leadership Award!



Treasurer's Report

Hello from Fort Fun Indiana. The profit and loss status of the Central States Chapter of the ACM is currently down a bit. While the Spring conference brought in higher than expected income, we have paid out over \$2,000 for the Grass Roots committee to help send four people to the National Conference, and we have donated \$5,000 toward Public Policy. Central States has sent in \$4,000 to the Keep Us Connected campaign and we made a \$1,000 donation to help fight Comcast up in Michigan from slamming the access channels up into the digital 900's.

In the 3rd quarter we will see income from the Philo's come into our account as that activity swings into high gear. Our interest income is also on track to exceed budget expectations. At this stage we are on budget for the year and should end the year with a positive balance.

Below is a current look at the Central States Budget Plan current as of August 1st.

I hope everyone's summer is going well and that you get a chance to be outside and enjoy the warm weather while it lasts.

Respectfully,

Norm

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Kalamazoo, MI
269-343-2211 Executive@cactv.org

Chip Bergquist

Waycross Community Media
Forest Park, OH
513-825-2429x11 chip@waycross.org

Frank Clark, Equal Opportunity Chair

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Norm Compton, Treasurer, Finance Chair

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Keith Gilbert, Public Policy Chair

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Mark F. Monk, Michigan Chapter Chair

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Matt Schuster, Vice Chair, Public Policy Chair

Louisville MetroTV Channel Manager
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502-574-1904 matt.schuster@louisvilleky.gov

Steve Sobel, OK Chapter Chair

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513-352-5308 steve.sobel@cincinnati-oh.gov

Jennifer Teipel

Campbell County Community Media
Highland Heights, KY
859-781-3495 ext. 12 Jennifer@campbellmedia.org

Greetings from Grassroots

by Sara Mahle

The Grassroots committee has been hard at work awarding scholarships and making conference dreams come true! This year, we sent four lucky recipients to the National Conference in Washington, D.C.:

Jan Howard (MAC3TV, Mount Pleasant, MI)

Deb Guthrie (HOM TV 21, Lansing, MI)

Thom Schneider (Waycross Community Media, Cincinnati, OH)

Curtis Aldrich (Defiance Community Television, Defiance, OH)

Two of their conference registrations were provided by the national office while two more were provided by the Central States Regional Board. The region also covers up to \$350 in travel costs for all four 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:

"I would like to take this opportunity to thank Central States Region for the Grassroots scholarship that enabled me to attend the National conference in Washington D.C. this past July. As a part of the National Conference I was able to meet with and speak to our National representatives "on the hill." That alone was an incredible and invaluable experience. Being a part of the national conference offered me the opportunity to meet and form connections with dozens of access center personnel from across the nation and even internationally."

-Jan Howard

"The opening and closing ceremonies were very moving. It was amazing that we were able to be present with the spirits and souls that were performing. Life does hand out a lot, you just have to be willing to absorb every moment possible.

I want to thank the Central States Regional Board and officers for allowing me to attend the conference. Much of what I saw and learned will serve me well as I continue my education into the world of public access television."

-Curtis Aldrich

"I thought it was vitally important that the conference be held in Washington D.C for the ability of more people to lobby. So thank you to the National Board for making this decision. It was because of the scholarship awarded to me by the ACM, the location of the conference and the ability for me to lobby that my Township Manager approved my attendance."

-Deb Guthrie

Greetings from Grassroots Cont'd

Scholarships help members of our community attend and share in the glory and fun of the national and regional conferences. They help our family grow and present important opportunities for learning and sharing. Do you want to be involved in the excitement and good cheer that are the Grassroots Scholarships? You are in luck! We will again be awarding scholarships for the fall regional conference this October in Mount Pleasant, MI. See the scholarship form in this issue of KeyLight to apply. The deadline is September 12th, so don't dilly-dally! Enter today!

AND...while attending the conference in Mount Pleasant, 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! If you think, well...maybe it doesn't really help that much, just shuffle back to those great quotes from previous recipients. I'll think you'll reconsider!



Public Policy Report

by Matt Schuster

The “Keep Us Connected” campaign is off to a solid start with the official launch in Washington, DC at the Alliance’s national conference and trade show. We had a strong and effective national group of people making congressional visits along with our regional representation. The Central States Region had a delegation making congressional visits from all four states in our region.

Earlier this year, we saw the first congressional hearing on PEG Television in the Digital Age with an ACM representative testifying to the committee. As a direct result of our continued efforts, and the congressional visits made in July, a second congressional hearing on PEG will occur in September. We are thrilled that the ACM will have a representative at the table again to provide testimony alongside another ACM member and PEG center. Two seats in the hearing will be help to provide our story and testimony alongside the industry. The Central States ACM will once again play a key role in this hearing with a delegation making congressional visits prior to the hearing.

We also need your help to keep community media in the foreground for our elected officials. Please make the time to make visits to your representatives’ home offices. Keep Us Connected information and background materials,

including the impact of state legislation survey results, are available on the Alliance’s website, www.alliancecm.org.

Thanks to everyone who has made a donation to the ACM to help Keep Us Connected. As you are aware, public policy efforts and support takes resources. The Central States Region has donated \$4000 to national efforts, along with a donation from the Ohio-Kentucky Chapter, and many of our regional members and organizations. It is not too late for you to join in and help support the Keep Us Connected campaign. You can download a donation form or donate online at www.alliancecm.org.

The Central States Region has also been busy supporting public policy efforts within our region. The CS Region donated \$1,000 to the legal battle that the Charter Township of Meridian is leading in relation to movement of PEG channels to the digital tier of cable service. This is an expensive battle, so please consider supporting their efforts as

well. The outcome of the case will likely have cross-jurisdictional implications.

These donations by the Central States Region have been made possible by your support for our public policy efforts through the logo items that have been available for your donation at recent

conferences.

Our region is also busy with state public policy efforts in relation to state legislation that has passed in Michigan, Indiana, and Ohio. Kentucky is now also seeing the first efforts in this regards with a request for an Attorney General opinion in relation to AT&T providing video services under a grandfathered agreement. This is a new approach by AT&T that has proven to be successful in other states.

The Alliance for Community Media has also submitted public policy platform language to be considered by the Democratic National Committee and the Republican National Committee for inclusion in their national platform.

Let’s continue to keep the momentum moving forward to help “Keep Us Connected” in our communities.

Attention ACM Members!



Applications are now being accepted for the Fall 2008 Grassroots Scholarship!

This fall's conference will be held in Mount Pleasant, MI, Oct. 16-18. 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 Oct 16-18 Central States Regional Conference in Mount Pleasant, MI?
- 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 Oct 16th and 17th 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
mahles1@nku.edu

Fall Conference

Mark your calendars and make your reservations at the Soaring Eagle Inn (1-877-2eagle2) for the most fun filled and exciting conference Central States has ever had. The date to reserve is October 16-18 the place to be is beautiful Mt. Pleasant Michigan and the reason is because you believe and feel the need to

GET EXPOSED TO ACCESS!!!

The Central States Regional Fall Conference planning is well under way and offering participants at every level of interest something exciting to experience.

For the administrators the conference offers updates and guidance on dealing with the FCC's second order from Washington D.C. based telecommunications expert Joe Van Eaton, of the law firm of Miller and Van Eaton, one of the most highly respected telecommunications firms in the country.

The fall conference will include an opportunity for producers to test their skills in a 24 hour video production competition effectively taking advantage of the fall season and Halloween., the film competition will be the creation of a horror film...with a couple of interesting twists. The competition is open to only 4 teams, so get your best crew together and sign up now for this challenge.

The fall conference is also offering a session on working with your regulatory agency via an open forum and round table discussion with the Director and managing agent of the Michigan Public Service Commission, along with the opportunity to work with the Michigan Association of Broadcasters to assist in offsetting the impact of the National digital broadcast transition.

The fall conference is offering education on cable law, a tour of the Saginaw Chippewa Indian Tribe's cultural museum, and of course the annual fall Philo video production excellence awards presentation being hosted this year at the Mt. Pleasant downtown Broadway theatre, a renovated 1920's authentic Vaudeville Theater, a venue not to be missed!!

The conference hotel is one of the premiere complexes in the area, offering a health club complete with racquet ball, free weights and Nautilus equipment, a sauna, two hot tubs, an indoor and out -door pool, restaurant, and night club along with an executive golf course and affiliated with a championship course designed by PGA golf Pro Dan Pohl.

Reservation deadline for the conference preferred rate of \$79.00 per night is October 1st. Ask for the Central States ACM conference rate when making your reservations. Philo winner announcements will be out by September 15th, so plan on winning and reserve your rooms NOW!!

Alliance for Community Media
Central States Region

FALL CONFERENCE AND TRADE SHOW

October 16 - 18, 2008

Soaring Eagle Inn, Mt. Pleasant, MI

Philo Award Ceremony

FRIDAY
October 17, 2008

Broadway Theatre
Downtown Mt. Pleasant

MAC3-TV

312 WEST MICHIGAN
MT. PLEASANT, MI 48858
(989) 773-9730



Get Exposed to Access!

National Board Report

We had a very successful National Conference and Trade Show in Washington, D.C. The amount of volunteer work that goes into organizing a national conference is significant and those people working on this conference rose to the challenge. The local planning committee headed up by DCTV and Nantz Rikard produced a very inspirational closing ceremony and helped to make the conference a success on many levels. Along with the efforts of the Conference Planning Workgroup chaired by Sue Buske and all the track coordinators, and the efforts of the public policy work group to organize the launch of the Keep Us Connected Campaign.

The National Board continues its work to hire a new Executive Director for the National Organization. We are very close to having a finalized contract and look forward to making the announcement to our membership in the near future.

Elections for at-large seats on the National Board are currently being conducted. If you are a member of the organization as the close of the annual business meeting at the National Conference, you should receive a ballot in the mail. Please take the time to vote for candidates to represent you as the organization continues to grow and move forward. Also on the ballot is a bylaws amendment to further open the nomination process for candidates to run for at-large seats on the National Board of Directors.

Thank you to everyone who has contributed to the Keep Us Connected Campaign and to the Central States Region and OK Chapter for continuing to provide leadership and financial commitments to these efforts. It is not too late for you to become involved and helps support the Keep Us Connected campaign. You can still donate online at www.allianceccm.org or download a pledge form and send it in to the National Office.

Watch for information on the Brian Wilson Scholarship Award this fall.

The National Board will meet in person in November in Portland, OR, and we will have more to update you on at that time.

Thanks for your continued support of the Alliance.

- Matt Schuster

