



Alliance For  
Community Media  
Central States Region  
**Keylight**  
Fall 2010

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## Chair Chat



Happy Fall, everyone. Since we last chatted much has happened, including an election and an AMAZING conference in the wonderful city of Grand Rapids. We'll start with the election results and the changes that have occurred on the Board Level.

To start things off, I'd like to give many thanks to our election official, Tom Bishop. Not only did he take on the task of handling the election process, but he brought us into the age of electronic balloting. This saves money, time and trees. Hats off to Mr. Bishop!

And now, on to the results. Your new board is comprised of the following individuals:

Matt Schuster, Chip Bergquist, Norm Compton, Jennifer Teipel, Ralph Salmeron, Jan Howard, Elizabeth Lord, Frank Clark, Chair: Sara Drabik.

In addition to the regional board of directors, these members serve your region as Chapter Chairs and Regional Reps to the National Board.

### Chapter Chairs:

Erik Mollberg: **Indiana**

Steve Sobel: **Ohio/Kentucky**

Ron Beacom: **Michigan**

**National Board Representative:** Mark Monk (Mark also serves as the Michigan Chapter's rep to the regional board)

Many thanks to all who threw their hat in the ring for the election; it is good to see so many interested in serving their region and the organization as a whole. For all those who are still interested in being involved, the board is looking for members to serve on all of our board committees. If you are

## IMPORTANT

### ACM Survey Query:

If you are a manager of a Public, Educational or Government Access channel (or any combination of such channels), please participate in a very brief online survey regarding the amount of first-run, locally-produced programming that was shown on your Public, Educational or Government Access channel(s) during the 2009 calendar year (or your most recently completed fiscal year, if you normally report this information that way). FCC staff has requested such information to assist their preparation of a report regarding the future of media in the U.S.

As the amount of locally-produced original programming on commercial and public broadcasting stations has decreased in recent years, many PEG Access channels have stepped up in an effort to fill this void. Therefore, the purpose of this online survey is to quantify the number of hours of locally-produced original programming at a large sample of PEG Access channels throughout the U.S., and share this data with the FCC staff. This survey will NOT include hours of automated content (i.e., character-generated or bulletin board) or replays of previously aired programs.

If your PEG Access staff keeps

interested in being involved, please contact the committee chair or you can email me directly. The new committees are as follows:

**Media Festival/ Philo**

Chair: Clark

Drabik

Schuster

Salmeron

**Conference/ Education**

Chair: Howard

Monk

Compton

Lord

Mollberg

**Development / Fundraising**

Chair : Schuster

Compton

Clark

Howard

**Marketing/Communication**

Chair: Teipel

Schuster

Sobel

Bergquist

**Member Development**

Chair: Lord

Drabik

Monk

Howard

**Finance**

Chair: Compton

Sobel

Bergquist

In addition to our exciting election, we also had an extremely successful conference in Grand Rapids this September. It was successful on many fronts: 1. We had great content, great speakers, and great interaction. 2. We

track of this information, please click this link to participate in this very brief and important online survey: <http://www.surveymonkey.com/s/QK7Z7DZ>.

**Welcome New Board Member, Ralph Salmeron**



**Philo T. Farnsworth Awards**



As Philo Chair, I would like to thank all of the members, volunteers, and staff that made our 2010 Philo Awards contest a success. This year we had over 250 entries. We had a total of 52 finalist, and 77 winners. Congratulations to all of the winners and good luck to all of those who plan to enter our contest next year. I would also like to thank all of the 15 judging sites because without you this would not have been possible.

The Philo Committee will be working hard to make improvements in the way the Philo Contest is conducted next year. I welcome any ideas you may have. You can reach me at 513-352-5307, or e-mail me at [frank.clark@cincinnati-oh.gov](mailto:frank.clark@cincinnati-oh.gov)

had a great location. Art Prize was inspiring beyond words and it was RIGHT outside our doors. 3. We raised over \$1400 for public policy at our Keynote Lunch and 4. We were more successful than anticipated financially for the conference overall.

Many, many, MANY thanks to our fantabulous hosts at the Grand Rapids Community Media Center. Laurie Cirivello and her crew delivered some truly exciting content and threw a great conference. Also, I want to recognize our conference team led by Jan Howard and Mark Monk. We could not have done this without their expertise. Finally....thanks to all of you who attended and contributed to the conference: members, vendors, sponsors, and presenters. The energy and knowledge you all provided is what made those three days so great. The giant "War Pig" sculpture outside the hotel was pretty great too. J

In closing, as we move into this last portion of 2010, I'd like us all to take a moment and reflect on what we do and why we do it. How could we improve what we do? How might we reach out to others who could benefit from what we do? How can we reach out to others who might benefit us? It's the end of a big year, full of successes, and of course, some failures. Can we recognize what we need to do make 2011 a better year? As Board Chair, I openly look for how we can help our members make 2011 just that, how we as a board can improve our service to the region, and how communities, via community media, can become stronger. If you have any thoughts or ideas on this, please drop me a line, and we can chat.



## Getting To Our Roots



Public access is more about public media and the ability to share ideas beyond what the commercial media would ever consider. One of our founding mothers of access was Roxie L. Cole. In an effort to keep the movement she started going we offer an award for leadership within our communities in her honor, the Roxie L. Cole leadership award. Nominations are now being accepted.

1. How has this person served the community in relation to Community Media?
2. What leadership role(s) have they taken in their community?
3. How does this person handle challenging issues?
4. What has been this person's best contribution to the Community Media movement?

So take some time and think about the people you know within your community. Is there anyone that you think would be honored and encourage to get some credit for all those hours of hard work? This is just our little way to say thank you to those people that make a huge difference in everyone's lives. This doesn't just have to be someone within public access it can be anyone who makes a difference.

Now being involved and making a difference doesn't specifically mean being the leader rallying thousands or millions, just being a member of the alliance helps us to keep the fight going. Those membership fees that we pay help make a lot of good things happen, there are also some serious benefits that come along with them. I want to encourage everyone to make sure your membership status is active. The funds the Public Policy

campaign, not to mention enables us to keep having fantastic conferences like the last one in Grand Rapids, MI.

## CS Spending Plan From Norm

Through hard work and sponsorship we are showing a profit. Hats off to the Central States Philo and Conference committees for bringing the money in.



This years Philo T. Farnsworth Video Competition has been successful in generating \$2,892.85 for Central States. Congratulations to this years winners and finalists. If you are interested in getting duplicate plaques or certificates please get started as orders must be received before Nov. 13th. We are working to complete Philo business within the 2010 calendar year. Many Thanks to Rod Swartz and the Philo committee for running a great competition this year!

This years Central States Fall Conference held in Grand Rapids was very successful in all aspects! Many thanks to Laurie Cirivello and the Grand Rapids Community Media Center staff and volunteers along with Jan Howard and her staff at MAC TV Network for all the hard work and a very cool conference!!

Thanks also to our sponsors: Leightronix, Lawrence Productions, Tally-Lights, Video System Services, Advanced Lighting & Sound, TightRope Media Systems, Roscor Corporation, Radiant Comm., TelVue Corporation. The Conference was well attended, including the ACM Executive Director Sylvia Strobel who was featured in some of the sessions. Sylvia's attendance was underwritten by the Michigan Chapter of the ACM.

Central States sponsored three Grass Roots scholarships and a Equal Opportunity guest.

Bottom line: The conference was successful, we all had a great time and it had a net income of \$3,082

At the National Conference in July, Central States members made a Public Policy pledge to National for \$4,000.00. To support that pledge, Central States has a variety of items to reward people when they make a donation to Public Policy. Several individuals and Centers made donations at the conference, \$1,445.00 was collected toward our goal. We still have Premium items in stock, so if you want one or more of the items, send a check made out to "Central States Alliance" to Norm at Access Fort Wayne and I will ship you the premium items in time for the holidays and include a recite of your donation for tax time.

**\$10 donation** gets you an ACM Baseball Hat, **\$15 donation** gets you an ACM Insulated Lunch Bag, **\$50 donation** gets you an ACM Padfolio, **\$100 donation** gets you an ACM Soft-sided Briefcase, **\$200 donation** gets you one of everything.

2010 has been a quiet financial year. The Central States board has been very conservative in our spending while working to maximize our member services. I have attached the current Spending Plan that reflects current balances and includes the 2011 Central States Budget.

## Fall Conference Highlights From Jan



For those of you who thought it couldn't be done, that a wonderful venue and an exciting agenda couldn't be created, that energy and excitement along with creativity and the spontaneous exchange of ideas was a thing of the past....you have to be as thrilled and delighted with the 2010 Fall ACM Central States Conference in Grand Rapids as those of us hosting the event were and are.

We chose the perfect venue, Down Town Grand Rapids and the perfect time, ground zero of the launch of the internationally acclaimed "ART PRIZE" art show to hold our Fall Conference. We got wonderfully lucky with fantastic weather and a terrific assortment of participating engaging and enthusiastic patrons. In the absence of a spring conference for the 2010 calendar year it was imperative that the Fall conference and Philo Awards ceremony be successful, and thanks to the help and support of our host facility, the Grand Rapids Community Media Center, their Director Laurie Cirivello, and my staff here at the MAC TV Network and many others who lent their time and expertise to the creation and execution of this event, we pulled off what some thought was impossible...and had fun doing it. Stress, yes there was plenty, concerns, we had all that too but at the end of the event we had good reason to celebrate not only a unique and insightful event but the participation from groups and organizations we haven't heard from or hung with in years....it was a wonderful welcome back.

That said, we are gearing up for the planning phase of what we anticipate will be another exciting, learning and bonding event scheduled for the Spring of 2011 in Columbus Ohio. Prior to the scheduling of that event however it is imperative that we have an opportunity to not only to get your feedback about the Fall 2010 conference but also your input about what you want, or need or would like to know more about as it effects our work and our service to our public. Our Central States Chair Sara Drabik is setting up a survey monkey site for gathering and making use of exactly that type of information...this is your chance. Take part in the survey, be heard be creative and be a part of what can only be the very best conference planned for you, by you and with you in mind. Don't be the one in the spring of 2011 to say, "you know I wish we had included a session on *This or That*". Do it NOW... use your voice and your interests and let's put this together...together...

Mark Spring 2011 for A new type of conference event...Your Conference event...participate, be the catalyst for the change you want to see for the Central States Alliance!!!

*Columbus Ohio...a new location... and a whole new event.*

## State Chapter Reports



### **Indiana Chapter From Erik Mollberg**

The Indiana chapter has been busy running it's swat team

around several places. Both Fort Wayne and Carmel Indiana had City Councils that were possibly going to cut funding. In Fort Waynes case, it appears that their funding via the franchise fee is intact, but the final verdict is still about a week away. In Carmel?s case, their budget was severely reduced. The chair made an appearance before their city council and addressed the importance of maintaining their government access operations. At this time, they are still discussion alternative means of funding. Bloomington Indiana is still considering whether to eliminate their Telecommunications Council since the passage of the Indiana State Franchise Law, HEA 1279.

Carmel is very interested in hosting the next Indiana chapter event and being centrally located, it would provide a good opportunity for us together. We are shooting for a meeting date in January.

## National Board Report



I would like to thank our members for their support over the past 6 years during my term of service on the National Board of Directors. The organization has faced a number of challenges over those 6 years and I'm proud of the work that we were able to

accomplish.

This past year, the National Board hired our new executive director, Sylvia Strobel. Sylvia brings experience and knowledge to the position which she will be able to strongly leverage to help the Alliance for Community Media to grow and for community media to gain the benefit from a strong national organization. The organization still has challenges ahead as our members are faced with the negative effects of statewide franchising, budget struggles, and rapidly changing technologies and methods of communication.

The national organization is working hard to meet your needs and address your issues. This past year, we hired Gerry Lederer as our legislative advocate to be your voice in Washington D.C. Gerry has been working hard to help your issues be heard in Congress. The ACM has offered several free webinars to help provide guidance for legislative advocacy work. Your representatives need to actively hear from you on these issues with concrete examples of the work you are doing and the challenges you are facing. There will be a renewed push on the hill for the CAP act and action on the FCC petitions following the general election in November.

Like many of our organizationa, the national organization operates with a very lean budget and resources. Sylvia and the national board need volunteers to help with various efforts. Please contact them if you have some time or resources available.

You will be seeing increased communications from the National Office in the coming months and more regular communication on membership renewals and services. With staffing transitions over the past year, the national office has been playing some catch-up with membership renewals and lapsed memberships. If you know that your membership has expired, please contact the national office to renew. If you are choosing to not renew your membership, please contact the national office to explain your reasons and see if they can better meet your needs.

Thanks to everyone who participated in our fundraising campaign this year. The fundraising was critical to our ability to retain Gerry Lederer as our legislative advocate. We met our baseline goal for the fundraising. If you have pledged a donation and have not yet paid, please send in the donation as soon as possible. If you did not donate this year, it's not too late. As you look at your budget and possible end-of-the-year contributions, please consider the Alliance for Community Media. You can donate online at [www.alliancecm.org](http://www.alliancecm.org).

I am confident that Mark Monk and Erik Mollberg will be strong advocates for you as representatives on the National Board of Directors. The board will be meeting the first week of November in Tucson, AZ and will be considering next year's budget, staffing structures for the national organization, and setting goals for next year. Thanks again for all of your support over the past six years during my time serving on the National Board.

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