In this edition of the Keylight...

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- Grassroots with Elizabeth Lord
- Thanks to Hap for his years of dedication to the CS Board!
- Public Policy Report from Keith Gilbert

ACT NOW!
Find out how YOU can support the CAP Bill

Community Access Preservation Act
HR 3745
What does it mean for your access center?
Ahh…my first KeyLight as Chair of the Central States Region. Exciting? Yes! Scary? Yes! Can I fill the shoes of Hap Haasch? Of course not. I am sure that when the board elected me as the new chair, it was with no expectations of that. Having only been involved with the ACM for about five years, I do not have the organizational knowledge that some possess, nor do I have the experience with legislators or lawyers. What I think I bring to the table is not only a commitment to help revitalize our organization, but a strong desire to dive in and do so.

In honor of the title of this column…let’s have a chat. I’d like to use a reference from Mr. Dylan and say “the times they are a changing”, but that wouldn’t quite be right. You see, the times have done CHANGED. We can kick and scream all we want, but things are different now. In the mere six years that I have been involved with community media, a LOT has changed. Not just technologically speaking, but within our communities. Yet (and be honest here people), how much have we changed with it? Are we always struggling to keep up, or are we managing to get ahead of the curve? I think that for some of us, we are handling this better than others, but we can all learn from one another and improve.

Let me clearly state the fact that we do not need to change EVERYTHING. There is a lot we do that is extremely effective and exceedingly positive for our communities. We need to recognize these positives and build on them. Those are the things that we don’t want to stop doing.

Yet, business as usual won’t work anymore. It doesn’t matter how well it ONCE worked, if you don’t reevaluate it every once in awhile, you may find you have a really nice product that no one wants to use anymore because the community of users has moved on. In some ways, I feel that this has happened to the PEG movement. We are no longer the new kids on the block, and many see us as ‘old school’, perhaps not as vital to movements of media reform as we once were. This does not mean, however, that what we do is no longer vital to our communities. It just means we may need a shaking off of the dust.

So we have some work to do. On one front, we need to continue to fight the good fight in Washington. This is a battle that we must enter, and one that can end in our favor! I am sure that Keith Gilbert, our public policy chair, will fill you in on more details later in this edition, so I will not duplicate the information here. I will simply say that if you can’t find the time to participate in this fight, then why the heck not? Your communities need you to fight for them now more than ever!

The second half of this involves taking a good, hard look at what we do and who we serve. Forget about budgets or limitations for awhile. Just think about what your community needs from you. If you aren’t serving them to the best of your ability, then we really DON’T deserve that franchise fee, anymore than the mega-telecoms deserve the airwaves that at one time were there to operate in the “public interest, convenience and necessity”.

This is why, in lieu of our ‘business as usual’ spring retreat, the board has decided to embark on a strategic planning session.

(continued on next page)
While the dates have not been set yet, we would like to invite any and all interested parties to attend part of this planning with us. As Hap said in his last Chair Chat- “I sense a broad commitment to reinvent our PEG centers and take our best shot at continuing to serve our community.” I also sense this energy and commitment. In turn, I will echo Hap’s request that we “use the time when we get together to present and shake out our best survival ideas and strategies.” If you cannot join us at the retreat, please send us your thoughts, concerns, ideas, etc. My hope is that each community can gather these ideas, and either send a representative to the retreat, or at least send them via email so that we might have them during our discussion.

This will take all of us, collectively, as an organization, to make it work. Times of great change can lead to new beginnings. We might not get back all the money that we once had, but we may get back even more. We need to reconnect with our communities, and once again become a vital part of what happens there. And that, my friends, is what will give us the strength and energy to make it through any and all changes that get thrown our way. Our communities are our homes, our constituents, and our real reason for existence. After all, it’s called COMMUNITY media, right?

Stay tuned for more information on the retreat. Got an idea that just can’t wait? Call me. We’ll chat.

Sara Drabik
As a newcomer to the central states board I want to let everyone know how thankful I am for having been given this amazing opportunity to learn more about the issues we face within the public media and just trying to make everything we create as amazing as we see it in our imaginations.

Being a first hand recipient of the Grassroots scholarship to attend the 2006 fall conference in Holt Michigan, I was amazed to encounter so many other people who share my passion for media, new technology and community awareness.

Sometimes it just takes a fresh perspective to be able to look around and truly see the wonderful caring and creative people that are within your own lives, affecting those around them for the better. That is why the Grassroots scholarship can be so vital to bring in some new people, and ideas to the alliance and our individual access centers.

Once you attend your very first conference you go back home with all these new ideas, “what have we been doing right? What have we been doing wrong? Here is something that I know no one has ever thought of that will change it all!”

By continuing to do all we can to support this scholarship opportunity we are opening the door for new people to help us grow and evolve as the world around us continues to change. Who knows what imaginative and technical resources we might have sitting in the back corner until we are able to shed some new light on our environment and take a fresh perspective?

I hope that over the coming months I will be in communication with many more people within the alliance, and everywhere in life, that I can help bring some fresh ideas to the central states conference.

We are seeking the next recipient of the Roxie L. Cole Leadership Award. Maybe it’s that quiet volunteer at your local access center, someone who is always there in the shadows waiting for the next opportunity to make a difference. Possibly there is a community force working outside the access center to make life within your area better than anyone can think of without them. Open your ideas and take a look around for those diamonds that are there everywhere making life shine bright and hopeful. We need to welcome those people within the PEG access community and let them know that when we work together, with a little creativity, a lot of courage, and maybe just a touch of craziness we can make the world a better place to be.
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Spending Money Like It's Water. by treasurer Norm Compton
We are still spending money like it's water, and the supply is running low. Today I closed out our money market savings account because we could not maintain the minimum $10,000 balance. I rolled $8,000 over into a business saving account, we will hardly get any interest, but it is still a free account. I transferred $2,000 into our checking in hopes that will last until we can generate some revenue.

Still getting bills, the latest to cover for the most recent trip to D.C.

So where did all the money go? Let's go through the Profit & Loss statement.
Started off the year with $1,000 to ACM for the Petition for Democracy.
Paid out over $2,000 for the IDEA conference after donations and registrations.
Budgeted and paid out $4,000 for Public Policy.
The Central States membership moved to donate an additional $2,500 to the ACM.
Spent over $4,000 to send three people to National, $2,000 to support National board participation.
Spent less than $2,000 to revamp the web site.
The Fall Conference in Strongsville lost $1,700
As of December 14, we the Central States have spent over $37,000.

So where did Central States make money this year?
The Spring Conference in Richmond made $1,650.
The Philo's 09 made $1,597, but is not done yet.
As of December 14, we have brought in $19,083.

We have spent $10,000 from our rainy day CD, it now stands at $15,000.
We have spent $4,700 from our savings account.
We have gone through this year what has taken years of good times to build up.
We are not scheduled to make any money until half way through 2010.
The Central States Board understands the financial situation we are in, and we are trying to slow the spending.

The drought is on folks, time to stretch the dollar and start making money.
Central States ACM Logo Items
Central States Logo Items are available for sale through Café Press. Any proceeds will help to support public policy efforts. [http://www.cafepress.com/CSRegion ACM](http://www.cafepress.com/CSRegion ACM)

If you have any ideas or suggestions for items or designs, please send them to me at matt.schuster@louisvilleky.gov.

Get Involved!
If you want to get involved with the Central States Region activities by volunteering to help on one of our committees including: organizational development, grassroots, philo awards, conference planning, public policy, or information services – let me know and I’ll put you in touch with the committee chairs.

Philo Plaques

Philo Plaque and Certificate duplications can still be ordered!

Did you want a duplicate of your Philo plaque or certificate but forget to place your order in time? Never fear, the deadline has been extended! You have until Feb. 1st to send in your requests for duplicates. Order them for your crew, your family, or one for the office as well as the home! Plaques are $25 and certificates are $5. Form is available on page 10.
The public policy push to protect Community Access moves forward. It is a ponderous affair, moving communities to action to affect the activities of congress, but there has been progress. The Community Access Preservation Act introduced by Representative Tammy Baldwin, is inching in Schoolhouse Rock fashion through the “regular order”, and now has eleven co-sponsors in the House of Representatives:

Neil Abercrombie [D, HI-1]
Danny Davis [D, IL-7]
Lloyd Doggett [D, TX-25]
Luis Gutiérrez [D, IL-4]
Maurice Hinchey [D, NY-22]
Michael Honda [D, CA-15]
John Larson [D, CT-1]
Janice Schakowsky [D, IL-9]
Fortney Stark [D, CA-13]
Michael Thompson [D, CA-1]
Lynn Woolsey [D, CA-6]

On everyone’s radar should be the eventual Congressional Hearing on HB 3745, and on everyone’s “to do” list should be EVERYTHING YOU CAN POSSIBLY MANAGE to get EVERYONE YOU KNOW to contact their representative and ask them to sign on as co-sponsor to this important legislation, our last and best opportunity to repair the harms caused to the Central States Region AND THE WHOLE COUNTRY by State Franchising.

The following representatives in the House and the Senate have written letters to the FCC asking for action on the Petitions for Declaratory Ruling:

House
Neil Abercrombie [HI-01]
Tammy Baldwin [WI-02]
Lloyd Doggett [TX-25]
Danny Davis [IL-07]
John Dingell[MI-15]
Michael Honda [CA-15]

Senate
Sherrod Brown [OH]
Jeff Merkley [OR]
Ron Wyden [OR]

ACM Leadership is committed to sustained simultaneous effort on both the passing of the CAP Act AND FCC action. There is still a lot of heavy lifting to do. As you contact your representatives, express to them this multi-pronged push in your “ask”: that they co-sponsor HB 3745, and that they write a letter to the FCC requesting they move expeditiously in ruling on PEG Access petitions.

The fight for Community Access will get exponentially more difficult as State Franchising Harms get more pronounced, as the funding drops off, as staff gets cut, as the local voices in harmed communities are muted. Here is the CAP Act Tool Kit. Please familiarize yourself with its parts. Please take action.

Sincerely,
Keith Aaron Gilbert
Public Policy Chair, CS-ACM Board
Many Thanks to Hap Haasch for his years of service to the CS Board!!!!
2009 PHILO T. FARNSWORTH VIDEO FESTIVAL
Plaque Duplication Request

Duplicate requests should be mailed by no later than February 1st. Plaques will be made at a cost of $25.00 per plaque. Certificate duplicates are $5.00. **No requests will be accepted after February 1st, 2010.** Please fill out a separate request for each different plaque or certificate. Please allow 4-6 weeks for delivery.

Make Checks payable to **Alliance for Community Media-Central States.**

Number of plaques________ x $25.00 = total $________

Number of certificates________ x $5.00 = total $________

**TEXT YOU WANT PRINTED ON THE PLAQUE (please print clearly):**

**Name on the Plaque:** (60 CHARACTERS MAXIMUM)
___________________________________________________________

**Program Title:** ________________________________________

**Category:** ____________________________________________

Circle One: Professional / Non-Professional / Student

**TEXT YOU WANT PRINTED ON THE CERTIFICATE (please print clearly):**

**Name on the Certificate:** (60 CHARACTERS MAXIMUM)
___________________________________________________________

**Program Title:** ________________________________________

**Category:** ____________________________________________

Circle One: Professional / Non-Professional / Student

Address you want items mailed to:

Name_________________________________________
Street_________________________________________
City, State, Zip __________________________________

Phone Number ________________    Email Address: ____________________

**Return this form with your check to:**

Philo Coordinator
Rod R. Swartz
11953 Crossings Drive
Cincinnati, OH 45246
Questions?: Prosfromdover32@yahoo.com