

Alliance for Community Media  
Central States Region



# KEYLIGHT

September 2009

Volume XXV No. 3



## SEASONS - OF - CHANGE

CENTRAL STATES ALLIANCE FOR COMMUNITY MEDIA  
**FALL 2009 CONFERENCE**

**October 15-17**

Strongsville, Ohio

**Holiday Inn**

15471 Royalton Rd., Strongsville, OH, 44136  
(440) 238-8800 • (877) 408-4913

**In this edition of the Keylight...**

- Chair Chat from Hap Haasch
- Treasurer's Report from Norm Compton
- Fall Conference Information

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

# CHAIR CHAT

with  
Hap Haasch

Lately it seems that I spend a considerable amount of time pondering the future of my chosen occupation in community media. The problems are clear: a downturn in the economy, mega-corporations buying legislation bad for the public interest, the lemming-like migration to the web as a "life-style"...the nagging feeling that PEG access has run its course as a great social experiment.

In these moments, I force myself to think about where PEG came from and how we managed to grow into 3000 + centers in this country. The "early years" fascinate me, as expressed in David Shulman's Everyone's Channel – "the famine days came first, we got by on a shoestring or less". Most PEG centers have faced funding, public relations, and legislative threats to their existence, with many prevailing thanks to creative thinking and sheer determination. I believe we'll need a lot of both in the next 365 days.

California PEG centers are experiencing a funding squeeze, combined with a tanked economy, and several are on the verge of closing their doors. The situation is similar in Ohio...where very bad state legislation will clip funding resources in 2011. Prospects for amending the at&t legislative Tsunami seek remote at best: elected state and federal officials will not take on at&t. This leaves us with only "ourselves".

New funding streams? Maybe, but nothing equal to the franchise fees and PEG operating fees lost under state cable franchising. Consolidation of PEG

centers? Yeah, this might work for some with a creative application of technology and municipal cooperation. Getting as "lean" as the early days? Again possible, if only because the price/quality point of technology has turned in our favor. Finding new institutional partners (media art centers, universities, community colleges etc.)? Yup, this might work in certain communities too. Multi-media, non-profit community journalism? Sounds interesting and maybe worth a shot.

My point in this ramble is that even as it looks dark and gloomy for PEG, I sense a broad commitment to reinvent our PEG centers and take our best shot at continuing to serve our community. My request is this: use the time when we get together to present and shake out our best survival ideas and strategies.

Let it start when we gather at the Central States Fall 2009 Regional Conference in Strongsville, OH on October 15 – 17, 2009. Come to this conference prepared to shape our future!

Hap Haasch  
Chair – Central States Region, ACM



## Update on Philo Video Competition

The Philo T. Farnsworth Video Competition is wrapping up the judging phase and will be contacting all entrants within the next week or two.

“We had nearly 250 entries, divided among 16CS region access centers for judging, so that the centers would not be judging any category that they had entered. We have three judging sites just finishing up & I should have all judging forms back by Sept. 9th or 10th,” said Rod Swartz, Philo coordinator for this year’s competition. “I didn’t want to create a partial list of winners, I wanted to wait until all the categories were back, double checked & tallied before we post the lists.”

All entrants will receive their judging forms in the mail, along with any 2nd place certificates awarded for their programs. 1st place winners will receive a letter reviewing what their options are for the ceremonies. Winners & finalists will also be on the Philo web site after the judging is completed.

The winners will be recognized and video clips will be shown at the Philo Awards ceremonies, at the Strongsville Holiday Inn on Friday, October 16th, in conjunction with the Central States Fall Regional conference.

There is a link on the Central States Web site –[www.csregionacm.org](http://www.csregionacm.org)–to register for the conference. You can contact the Philo Coordinator at [prosfromdover32@yahoo.com](mailto:prosfromdover32@yahoo.com)



## Greetings from Grassroots by Sara Mahle-Drabik

**We'll see YOU in Strongesville!**  
We have a GREAT conference and Philo awards coming up in October, but it won't be the same without you! The Grassroots committee has several conference scholarships to help bring as many new and old Alliance Members to join us for the fun. The scholarship includes full conference registration, including the Philo awards ceremony, AND a hotel room for both October 15th and 16th at the conference hotel. Deadline for the scholarship applications is September 14th. Application information can be found at the regional conference section of our website: <http://csregionacm.org>. You can't win if you don't enter!

**Scholarship Funds Really Make A Difference!**  
This past July, the National ACM Conference was held in Portland, OR. The Central States Region helped to send three of its members to the event via grassroots scholarships. Here's what they had to say:



**"The ACM Portland Conference was a great opportunity to participate in think tanks for funding with other organizations that are striving to have a solid future. I really enjoyed the sessions. They helped me figuring out how to utilize the many social media websites that are out there."** – Jeremy Wolford

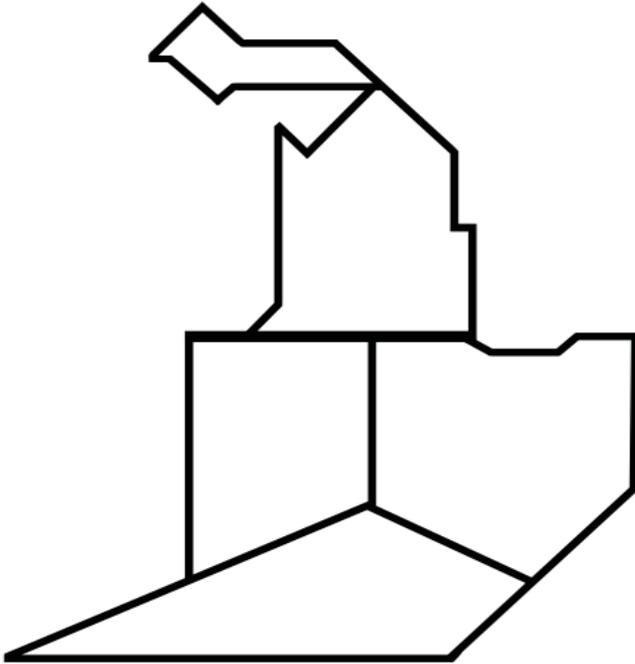
**"My favorite part of the conference was the pre-conference workshop I attended on Advanced Final Cut Pro training. The information I learned in the course was valuable, and I appreciated how organized and helpful the presenter was. During the workshops I was constantly writing down suggestions and ideas for my own station after hearing what the many other stations were doing across the country. I enjoyed hearing about the different ways that stations bring their producers together for activities, seeing a variety of different newsletters and brochures for stations, learning about the different layouts of facilities, viewing different station websites, learning about the different structures and rules of the stations, among many other things."** – Jennifer Hancock

**Many thanks to all who have given in the past to support the Grassroots Scholarship fund. Your contributions help strengthen community media!!!**

**The 2010 Roxie L. Cole Leadership Award**  
In the past, we have awarded the Roxie Cole Leadership Award during our Spring Conference. Since we will be changing the spring conference to a "Summit", we have moved the Roxie Cole Award to the Fall Conference time frame. Please look for our call for nominations sometime next year.



## Central States Region Board members



### **Hap Haasch**, Chair

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### **Chip Bergquist**, Secretary

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### **Frank Clark**, Philo Chair

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

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### **Keith Gilbert**, Public Policy Chair

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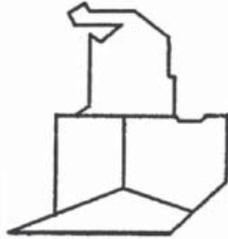




CENTRAL STATES ALLIANCE FOR COMMUNITY MEDIA  
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*Reserved under "Alliance For Community Media"*



Hosted by Brunswick Area Television

## Website Update

The redesign is about ready to launch.  
Stay tuned for a much improved and up to  
date website!

**SEASONS OF CHANGE  
Fall 2009 Conference  
And Philo Awards Ceremony**

by Jan Howard

Brunswick Area Television along with their partners, Medina Cable Access, Wadsworth Community Access and The Mentor Channel, and The Beat educational Access, all representing the Greater Cleveland Area, Announce the Fall 2009 Central States Regional Conference in Strongsville Ohio October 15-17.

Among the informational and educational program sessions being offered are a mix of “something for everyone in access,” said conference host chair Jeff Neidert of Brunswick Area TV. The conference will have legal and legislative updates and overviews along with sessions dedicated to technology, social media, service to the communities, and skill building in the empowering of the voice of diversity in community organizations. According to Neidert, the really unique part about this conference is the involvement of 4 community media oriented groups in the support and execution of this important event. While the Key note speaker is still to be confirmed, it is hoped that the public policy, open source discussions and the involvement of so many fresh new groups in the two day event will bring access center volunteers, producers and staff to a new understanding of mission, community commitment and service. The “Seasons are changing” and we, as access professionals, volunteers and supporters must be ready for those changes.

Included in the two day conference will be the annual Philo T. Farnsworth video production excellence awards. Tabulated and compiled this year under contract with an independent production resource, it is hoped the process and ceremony will be streamlined and unique in its presentation. Add to that the inclusion of an old fashioned hay ride, bonfire and cook out and you have a unique and seasonally inspired event.

Neidert added that instead of heading straight home conference attendees might want to plan a side trip to some other area attractions including The Rock & Roll Hall of Fame, Cedar Point and Kings Island (amusement parks), and an incredible indoor water park outside Sandusky called Kalahari. Any one of these wonderful play places would make a great team bonding site for those traveling to the fall conference.



# Treasurer's Report

## by Norm Compton

This year has been a roller coaster ride for economics and many people are wondering how Central States is fairing in these trying times. The truth is we are spending more money then we are bringing in. At mid year we are in the red for \$6,395.33 and we have committed to spend another \$9,000 to support the ACM National activities and other member services.

### Supporting the ACM National Office

The Central States has donated each year to the Public Policy efforts of the national organization. With the new Presidential administration, we knew this would be the year for Public Policy moves and we budgeted \$5,000 towards that. We sent in \$1,000 back in January and pledged the rest at the ACM National Conference. The Central States Public Policy Chair gave \$200.00 to the ACM office to support printing and materials back in the Spring when ACM members met with the FCC. In addition the Central States membership present at the National ACM Conference pledged \$2,500 more as a general unrestricted donation to help the National ACM operations.

Total going to National: \$7,700

At the CS Board meeting held 8/1/09, we amended the 2009 spending plan to cover the extra \$2,500 donation to the ACM National office that was not budgeted, but CS members voted for at the national conference. We sacrificed the database project and cut from the web page project that came in under budget.

### Central States Membership Services

One of the easiest ways to get information or services from the Central States is to go to our web site at: [www.csregionacm.org](http://www.csregionacm.org) there you will find lots of information and ways to contact us, but the web site is outdated. One of the activities of the Informatin Serve committee is to redo the web site. The budget was \$3,000 but we are doing it for less. The RFP went out earlier this year and we chose a minority firm to do the job for \$1,850. In March of 09 The Central States underwrote the cost of an IDEA Summit that was attended by 21 people in Fort Wayne. Another service is offering scholarships for conferences and to help members attend business meetings of the ACM.

Total going toward Membership Services: \$8665.70

The Central States has been successful in making money this year as well. The Spring Conference held in Richmond Indiana was a money maker for the region. The Philo T. Farnsworth Video Competition is also a good moneymaker for the region. The competition is underway and we appreciate everyone who entered this years competion.

### Bottom Line:

We started the year with \$44,090.00 in assets and we are actively supporting the ACM at National and Region levels. We are improving our web pages to better serve our members. We will have supported three major conferences/summits within the region and provided three scholarships to the National Conference. We will be spending more then we bring in, but will end the year with over \$30,000 in assets.

If you have questions, or ideas how Central States could make money, please contact me at [ncompton@acpl.info](mailto:ncompton@acpl.info) or call me at 260-421-1246.

CENTRAL STATES REGION							
ALLIANCE FOR COMMUNITY MEDIA							
SPENDING PLANN							
	2005	2006	2007	2008	2008	2009	2009
	Expenses	Expenses	Expenses	Budget	Expenses	Budget	Expenses
DESCRIPTION							
<b>Expenses</b>							
Regional Chair Office Expense	\$0.00	\$0.00	\$0.00	\$200.00	\$0.00	\$200.00	
Regional Treasurer Office Expense	\$15.00	\$0.00	\$1.00	\$200.00	\$58.00	\$200.00	\$68.50
Board Meeting Expense	\$191.54	\$75.54	\$244.96	\$400.00	\$193.27	\$400.00	\$215.92
Election Expenses	\$0.00	\$146.91	\$0.00	\$200.00	\$0.00	\$0.00	
Committee expenses	\$179.56	\$98.86	\$47.27	\$500.00	\$101.95	\$500.00	\$200.00
Miscellaneous expense	\$0.00	\$0.00	\$0.00	\$100.00	\$0.00	\$100.00	
<b>TOTAL ADMINISTRATIVE EXPENSE</b>	<b>\$386.10</b>	<b>\$321.31</b>	<b>\$293.23</b>	<b>\$1,600.00</b>	<b>\$353.22</b>	<b>\$1,400.00</b>	<b>\$484.42</b>
Regional Chair Travel Expense	\$2,729.48	\$2,695.35	\$1,974.31	\$3,000.00	\$2,902.19	\$4,000.00	\$340.35
National Board PAF	\$1,247.82	\$1,997.05	\$1,341.29	\$2,000.00	\$1,819.82	\$3,000.00	\$2,031.20
CMR Advertising	\$0.00	\$0.00	\$0.00	\$300.00	\$0.00	\$300.00	\$400.00
Donations to National	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	\$0.00
National Conference Attendance Fund	\$1,961.00	\$2,814.39	\$1,870.00	\$3,000.00	\$2,570.00	\$4,000.00	\$2,186.99
Regional Conference Attendance Fund	\$670.00	\$401.47	\$167.24	\$3,000.00	\$1,184.72	\$3,000.00	\$548.65
Equal Opportunity Fund	\$0.00	\$0.00	\$0.00	\$800.00	\$300.00	\$800.00	
Web Site Maintenance	\$100.00	\$250.00	\$100.00	\$200.00	\$114.95	\$200.00	\$149.95
Web Site Development	\$0.00	\$0.00	\$0.00	\$3,000.00	\$0.00	\$2,000.00	\$925.00
IDEA Summit						\$0.00	2,083.56
Database	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
<b>TOTAL MEMBERSHIP SERVICES</b>	<b>\$6,708.30</b>	<b>\$8,158.26</b>	<b>\$5,452.84</b>	<b>\$15,500.00</b>	<b>\$8,891.68</b>	<b>\$19,800.00</b>	<b>\$8,665.70</b>
Public Policy	\$2,247.79	\$4,189.70	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$1,000.00
Telecommunications Education Fund	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,000.00	\$475.20
Phoenix Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
<b>TOTAL POLICY FUNDS</b>	<b>\$3,247.79</b>	<b>\$4,189.70</b>	<b>\$5,000.00</b>	<b>\$5,000.00</b>	<b>\$5,000.00</b>	<b>\$9,000.00</b>	<b>\$1,475.20</b>
<b>TOTAL EXPENDITURES</b>	<b>\$10,342.19</b>	<b>12,669.27</b>	<b>\$10,996.07</b>	<b>\$22,100.00</b>	<b>\$14,244.90</b>	<b>\$30,200.00</b>	<b>\$10,625.32</b>
Spring Conference	\$2,696.92	\$4,205.50	\$0.00	\$3,000.00	\$5,150.55	\$2,500.00	\$1,651.30
Fall Conference	\$1,012.44	(\$2,049.33)	\$3,469.83	\$2,500.00	\$4,362.12	\$3,000.00	
Philo T. Farnsworth Awards	\$4,220.30	\$3,733.37	\$4,035.00	\$3,000.00	\$3,415.12	\$3,000.00	\$1,040.41
Interest Income	\$485.39	\$926.75	\$1,675.89	\$1,000.00	\$1,085.01	\$750.00	\$113.28
Grass Roots Fundraiser	\$724.00	\$381.91	\$333.21	\$600.00	\$782.75	\$600.00	\$335.00
Payment from National (memberships)	\$999.34	\$1,171.08	\$1,739.84	\$1,000.00	\$825.00	\$1,000.00	\$810.00
Premium Items Income		\$2,005.00	\$419.80	\$600.00	\$15.00	\$0.00	
<b>TOTAL INCOME</b>	<b>\$10,069.06</b>	<b>\$10,374.28</b>	<b>\$11,673.57</b>	<b>\$11,100.00</b>	<b>\$15,635.55</b>	<b>\$10,850.00</b>	<b>\$3,949.99</b>
<b>PROFIT/LOSS +/-</b>	<b>-273.16</b>	<b>-2,294.99</b>	<b>677.50</b>		1,390.65	-\$19,350.00	6395.33
<b>CASH REPORT</b>							
Checking-Fifth Third Bank	7,781.71	1,325.04	5,532.33		6,438.06		1,619.81
Money Fund- Fith Third Bank	13,528.56	0.00	0		0		
9 month Certificate of Deposit-5/3	20,069.33	20,785.52	21,965.27		22,781.68		25,000.00
Fifth Third Savings		16,117.66	15,002.14		14,870.74		10,165.70
<b>TOTAL Cash On Hand on 8/14/09</b>	<b>41,379.60</b>	<b>38,228.22</b>	<b>42,499.74</b>		<b>44,090.48</b>		<b>36,785.51</b>