

VIDEOSYNCRASIES

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ETC 33 FRIDLEY COMMUNICATIONS WORKSHOP

Winter 1994

ETC 33 LOOKING BACK...AND AHEAD



1993 was a very eventful year at ETC 33, with the Halloween Bloodmobile, Fool-A-Thon, and Willie Awards, just a few ways we all came together to celebrate access t.v. . 1994 should prove to be even better, with new equipment, more events, and lot's of fun. Our 19th year will be exciting!

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LOOKING AHEAD NEW CHALLENGES IN ACCESS

FROM THE DIRECTOR...

by T. J. Larson

It's no secret that our world is changing at a much more rapid pace than ever before. At the center of change is the ever broadening systems we have set up to communicate with each other. Concepts like the "Information Highway" and "Global Access" are quickly becoming a reality. It is important that we, as members of the public access professional community, maintain an awareness about these issues so that we can best serve the needs of our members... YOU.

With that in mind, as ETC 33 nears its 20th year of operation (in 1995) it is an excellent opportunity to evaluate not only how far we have come, but also to look toward where we are headed. While the prospect of new video equipment certainly is exciting, we must not lose sight of the fact that our notion of "Public Access" is a concept in flux. Across the country, more and more access centers are equipping themselves so that they not only serve as television centers, but as computer stations as well. The

Internet, with its capacity to link people from around the world, really is the ultimate form of access. While the systems currently in use are dominated by text, it is only a matter of time before video images, YOUR PROGRAMS, will have been seen by the world!

What does all this mean for ETC 33? Well, obviously we

"Consider us a wayside rest on the information highway."

are a few years away from providing computer access, but we can still serve as a resource center for your cyber-network needs. Consider us a wayside rest on the Information Highway, where you can fill your tank with unique, local, television programs before you merge into the global community.

So while we will continue to strive to provide YOU with the best possible video production equipment, classes, and programming, we will also keep our eyes on the horizon, so that when things

change you will not be taken by surprise.

Several ideas are currently in the works by the Local Cable Programmers of Minnesota, the Minnesota Telecommunications Network (MTN) and others to provide you with necessary training and equipment to participate on the Internet and other resources. Stay tuned to ETC 33 for more details as they develop, but all indications are that we may be able to link up with the world sooner than you might think!

Until then we will be watching what Congress, the Clinton Administration, and the FCC have planned and we will continue to look for footholds for the access community. You can get involved by writing your Congressperson and letting them know that you value the public's ability to access, free of charge or restriction, communication of all kinds. It all starts with YOU!

For more information about this topic, contact us in the ETC 33 office at 571-9144 and we'll hook you up with all kinds of sources including how you can access the LCPMN BBS on your computer.

1993 REVISITED

A YEAR OF TRANSITION & GROWTH

FROM THE COORDINATOR..

by Karla Rydrych

I arrived at ETC 33 for my first day of work, only six short months ago. It seems like yesterday, maybe because we have been so busy with not only the daily running of ETC, but with special activities and classes.

During Labor Day Weekend, Craig Chura put together the 4th MDA Fund-A-Thon. It was held at Lynbrook Bowl and over 100 people attended, raising about \$500 for the MDA.

Also in September, we held our annual General Membership Meeting. We not only reviewed the past year but also held elections for several open seats on the Board of Directors. Re-elected to the Board for two year terms were: Craig Chura, David Harvet, Mark Hotchkiss, Jeff Lindberg, and Todd Lindberg. Mark Ratzel was elected to the

"At the Halloween Bloodmobile... we were able to attract 51 donors!"

Board for the first time.

The week of October 3rd-10th was Local Cable Programming Week. ETC 33 celebrated by going live all week long, playing program clips, and having special "theme" days. The

annual Fall Cable Conference, sponsored by the Local Cable Programmers of Minnesota, capped off the week. There we were able to pick up tips and information from other access center staff and producers from throughout Minnesota.

ETC 33 held it's sixth annual Halloween Bloodmobile on October 29th. The studio was filled with ghouls, and spiders hung from the ceiling, but that didn't scare everyone away, as we were still able to attract 51 donors! We had hoped 45 people might donate, so we surpassed our goal and had a great time in the process!

This year ETC 33 cablecast a wide range of programs with subjects including everything from dance recitals to softball games. Producer P.J. Letofsky continued to crank out episodes of "T.V. Party." This past fall he explored local coffee houses, garlic and beer festivals, local music, and has many more shows in the works. We were able to see the sites of "Colorado", courtesy of Julie Seydel, "Images of Northern California" by Scott Lothrop, "Arizona" by Joan Groenke, and "San Diego" by Lloyd Roberts. Richard Klatter frequently haunted the

halls of the Workshop producing programs such as "Beethoven's Classic Holiday Gig" and "A Tribute to Frank Zappa". ETC 33 Intern, Patria Y, con-

"ETC cablecast a wide range of shows... everything from dance recitals to softball games."

tinued to expose us to the little known areas of Fridley with "This Is Fridley" and filled in as host of "City Council Review". The 3 in 1 crew continued to inhabit the studio every Wednesday afternoon, although Craig "Bubba" Chura retired from the show in December. "Producer's Profile" put the spotlight on John P. King, P.J. Letofsky, and Patricia Y to name a few. This is just a sample of the many fine shows produced at ETC 33 last year.

At the end of the year, we finally received the long anticipated Toaster 4000 along with new S-VHS decks, a Switcher, and other equipment that will be installed in February. 1994 should prove to be another exciting year at ETC 33!

MEMBERSHIP NEWS

Register as a member of ETC 33 today and become a public access producer. Members receive discounts on classes, access to equipment, this newsletter, invitations to special Workshop events.

At ETC 33 we have camcorders available for check-out, editing facilities complete with special effects, titles, CD players, audio boards and more. Members also have access to use our 4-camera studio as well as the popular Video Toaster.

Even better, ETC 33 Members really work together to help each other complete projects. We have many volunteers who are able to help you get started as well as a cheerful and competent staff. Join today!

The current membership dues are as follows:

- \$5.00 Patron
- \$9.00 Student/Senior
- \$16.00 Regular
- \$26.00 Family
- \$150.00 Organization
(Local)
- \$250.00 Organization
(Non-Local)

To renew or begin your membership send check or money order to:

ETC 33
350 63rd Ave N.E.
Fridley, MN 55432

HOLIDAY OPEN HOUSE RAISES TOYS & SPIRITS

On Friday, December 17, ETC 33 held its first ever Holiday Open House. The event was successful on several fronts. First, it was a great way for access producers, Board Members, staff, and members of the community to come together and celebrate the holiday season.

Second, and more importantly, we were able to collect a large batch of toys which were donated to Southern Anoka County Assistance, Inc. (SACA) and distributed to local kids. Thanks to all who attended and perhaps this event will become an ETC holiday tradition!

MCTV AWARDS

Once again ETC 33 will be serving as a Preliminary Judging Site for the Minnesota Community Television Awards as well as the national Hometown Video Festival. Four volunteer and two staff producer entries were submitted to the MCTA's and the Awards Ceremony will be held in March. The deadline for the Hometown Festival is March 5th, and if you would like to enter a program, contact ETC staff. The MCTA Awards will be judged in February and the Hometown entries in April. Judging is a lot of fun and a great way to see what other producers are doing throughout the state and across the country. Anyone interested in participating in the judging process is strongly encouraged to call the Workshop at 571-9144.

VOLUNTEERS NEEDED!

ETC 33 is a volunteer driven organization and we depend on our members to participate in various channel sponsored activities and programs as well as in assisting fellow producers with their programs. This is a tremendous way of sharpening your own production skills and is also a great way to meet other "video" people and get involved..If you are interested in being added to our Volunteer List, or if you would like to help with special events and activities, just give ETC 33 a call at 571-9144. And remember, "one good turn deserves another"!

NEW EQUIPMENT UPDATE: THE S-VHS ERA HAS BEGUN AT ETC 33!

by T. J. Larson

Finally, after months of negotiations, planning, haggling, discussions, and anticipation, the new equipment has finally arrived on the ETC 33 doorstep! Installation of 5 new Panasonic S-VHS decks, a Prodigy Switcher, a 16 channel Mackie Audio Board, the Toaster 4000, two Ami-Link edit systems, and A/B Roll capability, and more will occur in early February. It might take a little while to work the kinks out, and we apologize for any inconvenience, but once things are up and rolling, the production equipment available at the Workshop will be greatly improved and

enhanced! The studio will feature the new switcher as well as the Toaster 4000. The edit suite will be completely overhauled with A/B roll, a new audio mixer, and an upgraded Video Toaster 3.0. This will allow us to check out the MX-10 Video Mixer to be used on two-camera portable shoots. Stay tuned for details on upcoming classes, which will be necessary for everyone who wishes to use the new systems. We hope to provide evening workshops on the Ami-Link system throughout March and April. Once you are approved to use the new systems... the sky's the limit!

13TH ANNUAL WILLIE AWARDS

Gala Event Set for Saturday March 5th

by T. J. Larson

For the 13th straight year, ETC 33 is proud to present the annual Willie Awards held this year on Saturday March 5th at 7PM in the ETC 33 Studio. The event has always been among the most popular over the years and this year should be another exciting gala. Willie Awards are named after the first Access Director of ETC 33, Will Loew-Blosser. Everyone who produces a program at ETC 33 over the past year wins a Willie Award. In addition, several other special awards are

given out. A Board appointed panel will pick four programs to award George Stoney Awards to. These go to shows which display outstanding originality or content. Staff will award Volunteer of the Year Award's to members who have



gone above and beyond the call of duty in assisting with Workshop activities and productions. The Board also awards Silver Willie Awards to people who have made outstanding contributions to public access. As is the custom, the event will feature program clips from the past year, refreshments, and many surprises! Everyone is invited and we ask that you bring a canned food item (for area foodshelves) in lieu of admission. We hope for a big turnout and if at all possible, RSVP at 571-9144 by Feb. 28th.

VIDEOSYNCRASIES is the quarterly news-
letter of ETC 33 Fridley Communications Work-
shop. Everyone's Television Channel 33 is a
nonprofit corporation that owns and operates the
public access cable television station in Fridley,
Minnesota.

ETC 33 BOARD OF DIRECTORS

- Mark Hotchkiss-Chair
- David Harvet-Vice Chair/Secretary
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- Craig Chura
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- Todd Lindberg
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- Mark Neuman-Scott
- Elaine Sorensen
- Mark Ratzel

*Everyone's Television Channel 33
Fridley Communications Workshop*

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- T. J. Larson-Director of Operations
- Karla Rydrych-Access Coordinator
- Paula Neuman-Scott-Finance Director

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- Letters and contributions are
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