

# VIDEOSYNCRASIES

Volume 15 Number 3

ETC 33 FRIDLEY COMMUNICATIONS WORKSHOP

Fall 1995

## THE TIMES THEY ARE A CHANGING! Mark Neuman-Scott and Mark Hotchkiss Retire from the Board



*At left: Retiring Board Members Mark Hotchkiss and Mark Neuman-Scott display their plaques. At right the 1995 ETC 33 Board of Directors: (back row from l o r: Becky Harvet, Richard Klatté, Todd Lindberg, John P. King, Craig Chura; seated from l to r: Chair Joe Kerner, Treasurer Jeff Lindberg, Vice Chair David Harvet.*

### by Karla Rydrych

A very important element of ETC 33, yet often unseen by the public, is the ETC 33 Board of Directors. The Board of Directors is crucial in the running of the Workshop, in that they (in a nutshell!) decide on policy issues, assist the staff with activities and provide direction. While often a thankless job, their dedication and support is much appreciated.

The Board is composed of persons elected in our annual general membership meeting. This year's meeting, saw the election of a new face, yet it also marked the loss of two well respected

years on the Board, Mark Hotchkiss decided not to run for reelection and Mark Neuman-Scott is resigning from the Board (his term ends next year.)

Mark Neuman-Scott has been involved with the Workshop from its very beginnings. In 1975, Neuman-Scott was one of the founders of, what was then called the Anoka County Workshop. He has served on the Board for close to twenty years, 13 of those years as Chairman of the Board. Mark Hotchkiss began his work with the workshop in 1981. He began working with Neuman-Scott at the access facilities of Anoka County Library. Hotchkiss volunteered 14 years

serving not only as a Director, but Secretary, Vice Chair and Chair. Both Neuman-Scott and Hotchkiss have expressed their continued loyalty to the Workshop, and plan to continue their involvement with the Workshop, through the newly formed ETC 33 Advisory Board.

Mark Neuman-Scott and Mark Hotchkiss have volunteered not only their time, but have also offered advice, guidance and foresight. The staff of ETC 33, would like to express our thanks for their dedication, and for the countless contributions they have made to ETC 33 and the Board of Directors.

# ACCESS THOUGHTS From The Director

by T. J. Larson

For perhaps the first time, I will refrain from opening my quarterly quips with a comment on the weather. Indeed, as Bob Dylan so aptly put it "You don't need a weatherman to know which way the wind is blowing." Alas, I can't help but comment on the winds of change that have been occurring at the Workshop.

First the wind blew in a new Board Member in the form of Becky Harvet at September's General Membership Meeting. Then the wind blew out two long standing Board Members with the retirement of Mark Neuman-Scott and Mark Hotchkiss (see Karla's excellent cover story for more details). These winds continued to blow into October with the sudden



and unfortunate resignation of Clyde Moravetz from the Board. From the time I began working at ETC 33 in 1989 these three gentlemen have been involved and it really won't be the same without them. Each, in their own way, made solid contributions toward the organization. Each provided leadership in our efforts to secure that this medium of expression remain free of restrictions and that access could be attained by everyone. Each is an example of just how far passionate commitment to something you believe in can take you. This year marks Everyone's Television Channel 33's 20th Anniversary. Our longevity and success is a testament to these people and all of the others who have given that most precious commodity of time to this organization. "Thanks" is simply not enough.

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## Communications With THE COORDINATOR

by Karla Rydrych

In the past, I've written articles for this newsletter, which stress the importance of ETC 33 volunteers. It can't be said enough, since volunteers really are our support system, and without them, a lot of programming and activities couldn't be completed. I am happy to report, that this fall, as a way to thank our volunteers, ETC 33 is unveiling a new volunteer incentive program. We are going to

begin to track the number of programs in which volunteers are involved, with premiums offered as incentives. The name of the system is the H.O.P.E project. It stands for, Helping Other Producers Entertain, Educate and

Enlighten. Here's how the point system works, you get four points for bringing in a new member, three points for producing an ETC 33 production, two points for helping another access producer on their production, one point for crewing on an ETC production and one point for attending a Board meeting. What are the incentives? Once you rack up ten points, you get an ETC 33 mug, for twenty points you receive a free class of your choice, you'll be the proud owner of an ETC T-shirt for thirty points, forty points gives you a membership renewal and at fifty points, you enter the H.O.P.E Hall of Fame. Volunteering, gives you the opportunity to not only learn more about video production, it also allows you to see a lot of fun local events, and meet people who have similar interests. If you would like more information about the H.O.P.E project, or would like to add your name to our pool of volunteers, call 571-9144.

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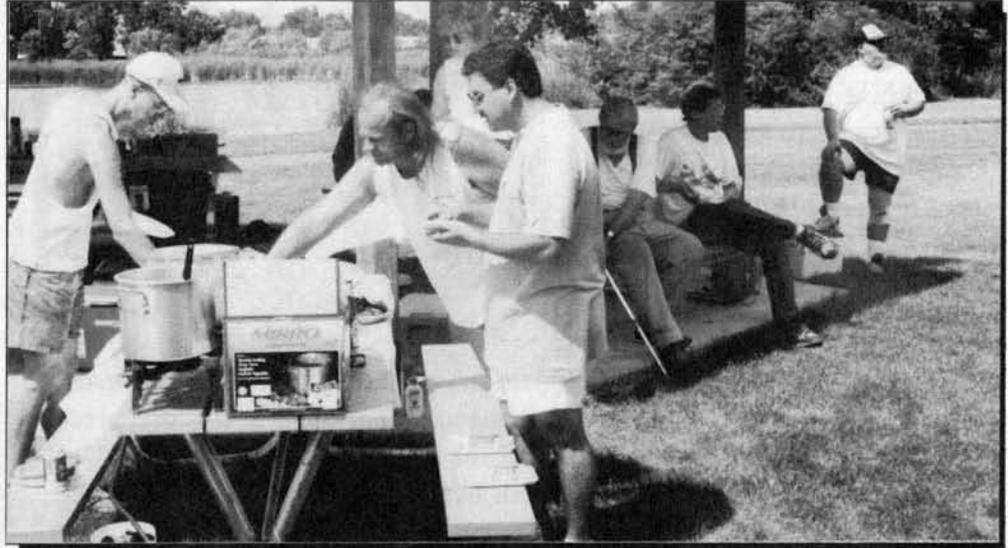
**ATTENTION KIDS OF ALL AGES: SANTA CLAUS IS COMING TO ETC 33!!!**  
**CALL AND TALK TO SANTA CLAUS LIVE!**  
**WEDNESDAY DECEMBER 20TH 6:00-9:00PM IN THE ETC 33 STUDIO. CALL 571-7863 & TALK LIVE!**

# ETC 33 20th Anniversary Picnic Access Celebration in the Sun

by Karla Rydrych

ETC 33 is Minnesota's first, and oldest public access channel, so we decided to celebrate our twentieth year of operation with a picnic, which was held at Moore Lake Park. August -- rolled in with clear skies and sunshine, and everyone was revved up for an afternoon of BBQ and softball. Everyone associated with ETC 33 over the years was invited, as well as the residents of the City of Fridley, friends and family.

The first softball game of the day was held at 1:00pm, featuring "the



youth of Fridley," against "Bubba's All-Stars." Bubba's team won a well fought game, 7 to 3.

enlighten and entertain the residents of Fridley. We couldn't have lasted this long without your interest and involvement, and for that we thank you!



Between games, at 3:00pm, the grill was fired up and the staff of ETC served up brats, potato salad, chips and brownies.



youth of Fridley," against "the ETC 33 old timers." The youth won, 5 to 3. At 5:00pm, the 2nd game of the day began, "those who came baring

Many prizes were given away in our raffle, some of these items included T-shirts, mugs, memberships, S-VHS tapes and the grand prize of a VCR. The lucky winner of the VCR was John Alexander, and virtually everyone else at the picnic, walked home with a prize.

*If you would like more information about ETC 33 (membership or classes) or the future of public access, please feel free to call 571-9144.*



ETC 33 is Everyone's Television Channel, and as we look into the future, we hope to continue to educate,



## 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, and 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**

## HALLOWEEN BLOODMOBILE REACHES GOAL OF 45 DONORS!



Special programming was prepared for the event and the whole thing went out live on three channels. As a special bonus the Fridley Lions Club joined in with their Wellness Mobile where anyone who came in could get a special wellness check-up for free!

This event truly was evidence of the strong support the community feels for



For the 8th straight year, ETC 33 teamed up with the other access channels (FMTV 351 and Paragon 34) and the American Red Cross to produce a Halloween Bloodmobile. The event achieved its goal of 45 blood donors and was a rousing success! Everyone was encouraged to wear a costume and everyone walked away with a door prize donated by local merchants.



access television as well as what we can all do when we work together. It was a great way for the Workshop to reach out to the public and build bonds with other civic groups like the Lions.

Thanks to all who donated their time (or blood) to help make this yearly event a success once again!

## H.O.P.E. Comes to ETC 33!

The Workshop is proud to announce the start of the H.O.P.E. program at ETC 33. H.O.P.E. stands for Helping Other Producers Entertain, Educate, and Enlighten. Members earn points for bringing in new members, producing ETC 33 shows, helping other producer's with their shows, crewing on ETC 33 productions and for attending Board Meetings. It pays to volunteer, too! After

gaining 10 H.O.P.E. points you earn an ETC 33 travel mug, 20 points gets you a free class, 30 points earns you a spiffy new ETC 33 20th Anniversary T-shirt, and 40 points delivers a free Membership. After reaching the 50 point level, members are inducted into the H.O.P.E. Hall of Fame. For more information on how you can volunteer call 571-9144...TODAY!



**EVERYONE'S TELEVISION CHANNEL**

PRESENTS

# **HOLIDAY CONCERTS!**

ETC 33, Fridley's own Public Access Channel is proud to once again be bringing you the following local grade school concerts and events. (See the reverse side for play dates and times.) For more information or additional play dates and times call ETC 33 at 571-9144. We're here for YOU!

Tune in to see these exciting concerts and events on ETC 33!

**FHS FALL BAND CONCERT**

**FMS 7TH/8TH GRADE CONCERT**

**HAYES 2ND GRADE CONCERT**

**FHS HONOR SOCIETY INDUCTION**

**STEVENSON 2ND GRADE CONCERT**

**FMS 6TH GRADE CONCERT**

**FHS CHOIR CONCERT**



**ATTENTION KIDS OF ALL AGES! Santa Claus is coming to ETC 33!**

Tune in Wednesday December 20th at 6:00pm to ETC 33 (on the Paragon Cable system in Fridley) and get in all those last minute requests in. Call 571-7863 and talk to the jolly old elf LIVE on ETC 33!!!!

**VIDEOSYNCRASIES** is the quarterly newsletter of ETC 33 Fridley Communications Workshop. 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**

Joe Kerner-Chair  
Becky Harvet  
David Harvet-Vice Chair/Secretary  
Jeff Lindberg-Treasurer  
Craig Chura  
Richard A. Klatte  
John P. King  
Todd Lindberg

**Everyone's Television Channel 33**  
**Fridley Communications Workshop**

**STAFF**

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

**VIDEOSYNCRASIES**

**STAFF**

T. J. Larson-Editor/Features  
Karla Rydrych-Features  
Elizabeth Carls-Larson-Asst. Editor  
Subscriptions are \$5.00 a year.

Letters and contributions are encouraged  
and should be sent to:

**VIDEOSYNCRASIES**

c/o **ETC 33**  
350 63rd Avenue NE  
Fridley, MN 55432

**ETC 33**

**Everyone's**  
**Television**  
**Channel**

