

VIDEOSYNCRASIES

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THE OFFICIAL NEWSLETTER FOR ETC 33/THE FRIDLEY COMMUNICATIONS
WORKSHOP (612) 571-9144

There's Been a Changing of the Guard at ETC 33

Yes, it's true, we have a new Director of Operations at ETC 33! His name is Carl J. Salerno and he started with us on September 28, 1998. We are all very excited about what he can bring to our station and the support he will give to you, our members. Carl is just the first of a number of changes you will start to see here at ETC as we make ourselves a public access entity for the new millennium. (For a list of the other changes coming, see the article on page 5)

Carl was quoted as saying "I see the potential that we have here and cannot wait for the members to see the changes we will make. I hope they will be as anxious as I am to get things here rolling again!" He has a background in television as well as film and would be more than happy to share his experience and abilities with each and every one of you.

Soon, with the Board of Directors, Carl will be hiring an Access Coordinator to assist him with the teaching of classes. The hours at the Fridley Communications Workshop will be longer as well, including some weekends in an effort to make things more convenient for you. In the meantime, should you have any special times that you require, please feel free to call the station and talk to Carl or leave a message. He looks forward to working with you soon!



The History of ETC-33 Fridley Communications Workshop Pt. 1

by Paula Neuman-Scott

When I was asked to write an article about the history of the Workshop, it was an innocent request. But only ten minutes into my flipping through the news clippings, it became clear that this must be a series of articles.

If we started the story at the Workshop's incorporation in January of 1975, we would miss some intense

Fridley political battle stories dealing with cable television. The headline of one clipping, "Cable Petition Goes to Court" sparks some interest and another, "Nee... Asks Congress to get the FCC off our backs" is intriguing, but when I found "Search Begins for Handwriting Expert," well...I decided to sort these out in chronological order and piece to-

gether the story of cable television and public access in Fridley.

The first news article, "Cable TV for City Possible" in the Fridley SUN appeared June 16, 1971. At this time cable television had been in existence for 22 years, serving 2,500 communities, but only 15% of the national population, partly due to FCC restrictions. And, yes, it's a pretty impressive library

we maintain. Well, except for the fact that the library itself consists of twenty-seven years of stuff rather haphazardly tossed into a cardboard box. Anyway, the article states, "The Fridley City Council adopted a motion last week to accept proposals for a local cable television license or franchise. A council decision on the (Continued on page 4)



11th Annual Halloween Bloodmobile Drive Held

On October 30, 1998, ETC 33, Paragon Cable, and FMTV-35 teamed up once again and brought together the 11th annual Red Cross Halloween Bloodmobile drive. Once again it was a success. The day was filled with laughter and generosity as people throughout the community donated their blood in an effort to help save lives. The event was cablecast live on channel's 33, 34, and 35 simultaneously. Also on hand was the Fridley Lion's Club who sponsored the wellness van which was there to do a heart health assessment and a cholesterol check for anyone at no charge. A special thanks also goes out to the Fridley Lion's Club for their donation which provided the refreshments for those who donated blood. Those who donated also received door prizes that were furnished by ETC 33, Paragon Cable, Northwest Fitness Center, Ax-man, and Subway. A good time was had by all and we look forward to doing it again next year and seeing all of you there!



Santa's Gift for Children Planned



In an effort to give throughout the community during the upcoming holiday season, on December 12, between 12-4 pm, ETC 33 and the Children's Home Society of Minnesota will be holding a toy drive for needy children. With this event we hope to incorporate the generosity of the local families for the underprivileged boys and girls who may not have a Christmas without our help. This event is being planned as a program to be cablecast on ETC live and throughout the holiday season. The way it will work is each family will come down to the studio where their children can present Santa Claus (Yes the man himself will be here!) with a gift for the donation and then sit on his lap and tell him what they would like for Christmas. This is the first time ETC is attempting such an event and hopes to make it an annual event. Given the generosity of the community during the Bloodmobile drive, we know that you will help to make this yet another success. We are looking for gift donations in the amount of \$5-\$20. These gifts are donated to the "Gift for Children" campaign sponsored by the Children's Home Society. We are also looking for volunteers to aid in the production of this program. We will attempt to schedule families to come and give Santa their donation to avoid waiting in line for an extended amount of time. You are also welcome to just stop by anytime during the cablecast. If you would like to set an appointment or volunteer your time please call the Director of Operations at 571-9144. Let's all do our part to make the holidays happy for everyone.



Greetings From Carl J. Salerno

Hello members! If you haven't heard by now my name is Carl J. Salerno and I am the new Director of Operations here at ETC 33. It is a very exciting time for all of us here. There will be many changes here and the majority of them will be for our members. I could tell you about all the ideas I have and how anxious I am to work with all of you but if I'm not mistaken you've heard much of that already. Instead I'll just give you some information about myself.

I am 29 and grew up in the New York City area until I was 16. My family then moved to Fort Lauderdale, Florida to escape wintertime. (How then did I wind up in Minnesota you ask? Hold on, I'll get to that) There I finished high school and moved on to college at the University of Alabama. After college I worked with several advertising agencies as well as television production companies.

I then moved to Central Florida to attempt to get further into the film industry. While there I met a young lady who was on vacation and sure enough, she was vacationing from Minnesota. Well, to make a long story short, we did the long distance romance for a few months and next thing I knew I was living in Minnesota. Shortly after I began working here, she and I took a vacation back to Disney World and became engaged to be married. It's a very exciting time for me, I have a great job, a great dog, am going to marry my great woman and will soon be able to work with all of you great people! Life here in Minnesota is good!



★ WHAT SHOWS HAVE YOU PRODUCED LATELY??? ★
CALL AND TELL US ABOUT IT. — 571-9144

ETC-33 A New Public Access Channel That's 23 Years

By Todd Lindberg

It has been a year of change for ETC-33, 1998 saw the workshop go from the status quo, to personnel changes, new board officers and members, and a major reorganization.

Early in 1998, the Board of Directors began to share ideas of what ETC's vision would be when looking into the next century.

The Board was in 100% agreement. "Before we can plan for the future, we have to eliminate a little of the past." The studio had become the home for 20 years worth of old sets and props. A house cleaning day was planned.

With skill saws and sledgehammers in hand, a dent was made in clearing the studio but there was much more to be done. More house cleaning days were scheduled for the studio. Becky Harvet and Paula Neuman-Scott took on the task of going through the offices. With the purchase of new office furniture and a few coats of paint by The A-bomb as well as new curtains in the studio, the new offices and studio are something we can all be proud of.

As you know our previous Director of Operations left in late spring as well as the Access Coordinator. Well, we have hired a new Director and are searching for an Access Coordinator.

In our last two board meetings we have had Mark Neuman-Scott return as a member of the Board, and new officers have been elected. The new Chairperson is Becky Harvet, Vice-Chair is John P. King and Treasurer is Richard "A-bomb" Klatte.

We are still in the process of building you a new ETC 33. Our equipment committee is in the process of going through our entire facility to determine our needs into the next century (more on page 5). This is a thrilling time to be involved with ETC 33. Watch the channel and your mail for an upcoming announcement about the open house viewing of the "new" ETC 33.



History of ETC Fridley Communications Workshop Pt. 1

(continued from page 1) matter was prompted by a letter from General Television of Minnesota, Inc. seeking a cable television franchise in Fridley. Cable television or Community Antenna Television (CATV) systems operate by picking up television signals, amplifying them and distributing them by cable to a subscriber's television set for a fee. Most systems offer subscribers between 5 to 12 channels."

For those of us who never quite figured out how cable television works, it was explained right off back in 1971. Of course, we have members who weren't born yet, but for some reason, they know more now than we do. And, if you've ever wondered exactly what "CATV" stands for, now you know that too.

On to the next headline, "Council to Hear Cable TV Plans" dated August 11, 1971. "The Fridley City Council during the next few weeks will conduct separate, personal interviews with all applicants for a local cable television franchise. The closed sessions will allow applicants to explain in depth their sealed cable television proposals recently sent to the council, City Manager Gerald Davis said last week. The council has yet to state when and if it will award any applicant a franchise." The contenders were: LVO-Sun Cable from Tulsa, Oklahoma; General Television CATV from Minneapolis; and Telecommunications, Inc. from Denver, Colorado.

The next month, several articles in the SUN were related to cable television. September 1, "Fridley Leaders Optimistic About Cable TV Development" described the "restrained optimism of Fridley leaders." "Cable TV quoted from the presentation of General Television's president, James Goetz, also a former lieutenant governor of Minnesota. He described "cable television as a uniquely local medium of communication, filling a need for community service, education, advertising, emergency alerts, etc. which would otherwise not be satisfied." Each of the three firms making presentations estimated the investment in Fridley would range from \$700,000 and up, including the offer of studio facilities within Fridley.

Three weeks later, two articles showed up with concerns about the speed with which the "coming revolution in communication" was proceeding. On September 22, "Cable TV Meeting" an article publicizing a public meeting set up with a panel that included Tom Myhra, Fridley Public Schools; Barbara Hughes, Anoka County Library board; and Gerald Davis, Fridley City Manager to inform the public about the many implications involved with coordinating Fridley's cable franchise with other cities.

"School Officials Caution Against CATV Haste" described the concerns of District 14 Superintendent John Hansen; and Board of Education Chairman Gordon Sangster; as well as comments from Everett Utter, the audio-visual coordinator at Fridley Senior High; and Dave Helgeson, a teacher at Rice Creek Elementary School. With Fridley's children attending school in Districts 11, 13, 14 and 16 and with a public hearing set for October 12, the consensus between all the District school officials was that there was not sufficient time to study the issue. The recommendation to the city was to delay making any decisions regarding awarding a franchise from 30 days to a year.

In the September 29 article, "Cable TV County Officials Suggest Ways to Utilize CATV", Barb Hughes, speaking for the Anoka County Library Board, expressed concerns about how the library in Blaine could hook up with a cable facility in Fridley. She said, "more time, at least two more months, would be highly desirable" in order to formulate the requests of the library. "I have no illusions that the public will get anything more out of the cable situation after the franchise is granted." Anoka County Commissioners: Michael O'Bannon, Fridley and Spring Lake Park; Al Kordiak, Columbia Heights; Edward Fields, Anoka; and Robert Burman, Third District, made comments. They shared the feeling that the Fridley City Council was rushing by already drawing up an ordinance to allow cable franchises to come into the city.

Not only did the ordinance pass, but on December 6, Councilman Bob Kelshaw made a motion, seconded by Councilman Frank Liebl, and unanimously approved by the Fridley City Council to award a 15 year cable television franchise to General Television, Inc.

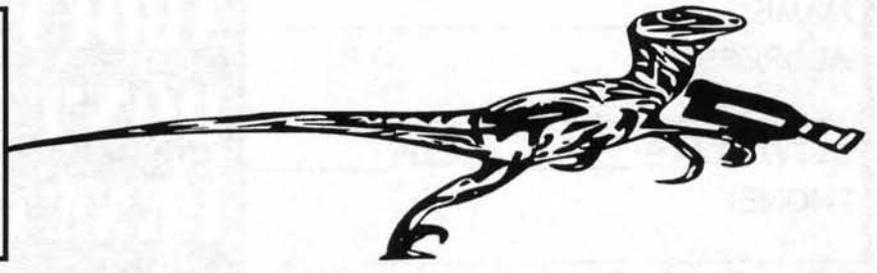
On December 24, Bill Nee, former mayor of Fridley, along with seven community activists filed a petition to obtain a referendum vote on the recently adopted CATV ordinance and the granting of the franchise. Nee, according to the Fridley SUN article on December 15, "expressed concern that there has been little community input into the CATV decision-making and that the ordinance lacks provision for affirmative community participation in programming decisions." According to the city charter, the law requires that a committee of at least five sponsor any petition for a referendum but this is just the beginning. Next, they had to obtain a number of signatures equal to 15% of the registered voters in the city-in this case 1,750. They also had to have all the signatures by January 5, 1972, the day before the ordinance was to go into effect.

So this is how cable television was introduced to Fridley residents-in less than six months, the idea of cable TV was brought to the council, presented to the public, schools and county library officials. Public hearings were held, the city cable ordinance was written and adopted and a 15-year franchise was awarded to General Television and lastly, a petition for a referendum was filed challenging the ordinance. In the next issue of VIDEOSYNCRASIES, our story moves along just as fast, with battles galore, lawsuits, and...that handwriting expert even makes an appearance.



Just a little reminder...

If you are not a member and are interested in a subscription to VIDEOSYNCRASIES, it is \$4.00 a year. Don't fret members- your membership fees are also tax deductible in the amount of \$12.00 (I guess the government figures the other \$4.00 is for your subscription).



Changes to the Facilities

The Fridley Communications Workshop is getting a facelift. Within the next several months you will begin to see many changes. There has already been a great deal of physical work done to the structure. Some of these are newly painted offices, new desks, better computers. Okay, what changes have been made for the members, you ask; well let me just tell you. The editing suite has been re-painted and has new blinds, but best of all the studio has new curtains. Gone are the old tie-

"HOW DOES A NON-LINEAR EDITING SYSTEM SOUND?"

dyed (actually they were just faded because of their age) curtains; they have been replaced by 2 new curtains, one blue the other burgundy, which are theater length and encompass three quarters of the studio walls, making the studio look better than it ever has before.

Aside from the physical changes, the workshop is looking to make many technological ones as well. First and foremost, how does a non-linear editing system sound? Well, before you start drooling, also consider two new digital camcorders. Add to those three S-VHS camcorders, portable light kits, a field monitor, portable switcher, and a camcorder boom microphone. But

wait! That is not all that we are planning! In continuance with our upgrade of the studio, we hope to be replacing the studio cameras, as well as putting in a new lighting panel. All of this, pending the approval of our grant, should help to make ETC one of the strongest access centers in the area. Yes, classes will be taught on the new equipment as well. The future is an exciting time here, one we would like to share with you. So come on down and produce some new programming.

ETC-33 Will Be Covering All Holiday School Events

In keeping with our holiday traditions, ETC 33 will be taping and cablecasting all of the Fridley's Schools Holiday Concerts. If any members would like to volunteer their time to tape these events for the workshop, they would be more than welcome. Just contact the Director of Operations at 571-9144. The concerts will air the day after they are taped and again throughout the holidays. Check the Fridley Focus or call the station for more cablecast dates. The concert events are as follows; 12/3 Hayes 2nd Grade Holiday Concert: 12/8 F. M.S. Holiday Concert: 12/10 Stevenson 3rd Grade Musical: 12/15 F.M.S. Band Vocal Concert: 12/16 F.H.S. National Honor Society Induction: 12/17 F.H.S./F.M.S. Holiday Concert: 12/17 Stevenson 3rd and 4th Grade Holiday Concert. All shows start at 7pm in the F. H.S. auditorium (except the Stevenson shows which will be at Stevenson) and will be cablecast on the day after the event. All concerts will also be shown on 12/19, 12/23 and 12/30.

ETC 33 Fridley Communications Workshop Board of Directors

- Becky Harvet / Chairperson
- John P. King / Vice-Chair
- Richard A. Klatte / Treasurer
- Dave Harvet
- Jeff Lindberg
- Todd Lindberg
- Mark Neuman-Scott
- Larry Hutchinson
- P.J. Letofsky



Just Another Little Reminder...

WARNING!

Camcorders and Cold Weather Don't Mix!

With the brutal cold of a Minnesota winter just around the corner, it's time for our yearly reminder. Do not store your video equipment or video tapes in the trunk of your car. With the fluctuation of temperature, moisture can build up in electronic equipment and on your video cassettes which will damage the equipment we all depend on.

ETC-33 MEMBERSHIP CARD

NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP: _____

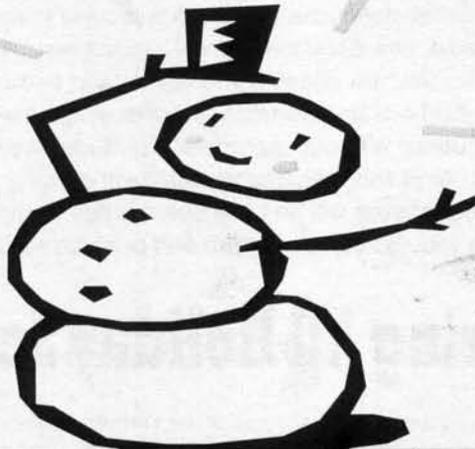
PHONE: _____

MEMBERSHIP INFORMATION

Regular \$16 ___ Family \$26 ___
Student / Senior \$9 ___ Handicapped \$9 ___
Organization (Local) \$150 ___
Organization (Non-local) \$250 ___

**IS YOUR MEMBERSHIP
ABOUT TO EXPIRE???**
DON'T LET IT HAPPEN!!! CALL THE STATION NOW TO MAKE SURE THAT YOURS WON'T. **571-9144**

*HAPPY
HOLIDAYS
FROM
EVERYONE
AT ETC 33*



ETC 33 is a non-profit public access television facility that has been providing Public Access Television to the City of Fridley for over 20 years. We will teach the inexperienced and give guidance to the seasoned on any of our 5 video cameras, 2 VHS editing suites which include the AmiLink and Video Toaster systems, and our 4 camera production studio.

ETC 33

**EVERYONE'S TELEVISION CHANNEL
FRIDLEY COMMUNICATIONS WORKSHOP
350 NE 63rd Ave.
Fridley, MN 55432**

