

CCTV ON LINE

BUILDING COMMUNITY THROUGH TELEVISION SINCE 1990

Volume XIII

Issue 1

September 2004

CCTV's Missions: Empowering People To Communicate and Providing Community Information Through Television

The FCC & You? Localism is the connection

Coverage of local information is dwindling. Localism requires community use of public space-including airwaves and cable channels - to retain local character.

Why should you care about the Federal Communications Commission or any of its decisions?

Because Americans are concerned about 'localism' in media. **Localism – it's what CCTV is all about:** managing three cable channels to televise local programs like Salem City Council, Marion County Commission and School Board meetings; local school sports and music; and programs produced by local residents about subjects important to our community. Last year CCTV produced over 700 hours of local government and school programs, while residents produced over 600 hours of community programs.

The FCC's main duty is to manage the public airwaves and to ensure that companies who use them, *free of charge*, are serving the 'public interest' in return. FCC decisions also affect other public spaces like community TV channels.

The 'airwaves' (spectrum) are the transmission frequencies used by radio, TV and satellite broadcasters, and cell phone companies to transmit signals. The airwaves ultimately belong to you in the same way that your sidewalk or your public park belongs to you - they are a public space.

CCTV depends on public space on cable TV, and the internet to provide local, community information to your home - so you're kept informed about your local government decisions and community issues.

Some businesses, like cell phone companies, pay the government to use our airwaves. But radio and TV broadcasters use these airwaves free of charge -even though they earn enormous profits from them. In return for this free use, by law, broadcasters are to serve the 'public interest', a part of localism.

However, in a commercially-driven media system, profit is priority number one. And even the most conscientious CEO on the planet cannot avoid the fact that the primary responsibility is to shareholders, not public audiences or the information needs of democracy and community.

Media conglomerates provide information that can influence our ideas, opinions, values and beliefs. Americans depend on the media for the free flow of information that enables citizens to participate in the democratic process. As such, media play a vital role in our democracy, shaping citizens' understanding of social and political issues.

Today, coverage of local information is dwindling. **It is much cheaper to air syndicated, pre-produced radio and TV programs from New York and L. A. than spend money (for personnel, equipment, facilities) to produce programs locally.**

Paid TV ads have replaced political debate while soundbite journalism and celebrity news dominate the airwaves. Program content is marinated in commercialism and across America people are starved for information about their communities.

AT THE FCC HEARING IN PORTLAND, OREGON



In 2003 the FCC voted to change media ownership rules to allow big media companies to grow bigger, thus having more control over what information the public receives. As a politically appointed Commission, this decision reflected the Bush administrations' policy to let the market supply answers to societal questions.

This decision set off a firestorm of protest, with over two million people contacting Congress and the FCC to stop these rule changes. Although the public owns the airwaves citizens have rarely played a role in spectrum allocation debates. On June 24, a federal court overturned the FCC's rules and ordered the FCC to rewrite them.

The FCC held six hearings across the nation giving Americans the chance to report how TV and radio are serving their communities. One of them was in Portland and CCTV's Executive Director, Alan Bushong, presented testimony. He emphasized the success of the cable TV franchising model, and asked the FCC to:

- create and support public space in TV, radio, internet and all electronic media allowing communities to retain their local character;
- require compensation from commercial media for use of public space and commit part of this compensation to funding use of public space;
- open up low power FM radio for community use.

So, what's the connection between you and the Federal Communications Commission? It's this:

We Americans spend countless hours exposed to television, radio, CDs, books, newspapers, magazines, billboards and the Internet.

Media must not be considered just another business: they are special institutions in our society. They have the ability to shape our understanding of the world by the information they choose to present.

Information is the lifeblood of democracy — and when viewpoints are cut off and ideas cannot find an outlet, our democracy suffers, and we, as individuals and as community, also suffer.

The Editor thanks the Free Press, a national nonpartisan organization working to increase informed public participation, for information that was used in this article.

CCTV THANKS VOLUNTEERS AT 14TH RECOGNITION

CCTV PRODUCED 729 HOURS OF COMMUNITY PROGRAMS LAST YEAR THANKS TO OUR DEDICATED VOLUNTEERS

- **Riddle:** How can a community television access center with two full time staff producers, and an actively producing Executive Director, create over 729 hours of television in one year?
- **Answer:** Only with the help of over 100 volunteers who worked with CCTV staff last year to produce:
- **GOVERNMENTAL PROGRAMS** like Salem City Council, Marion County Commission, Salem Area Transit and Salem-Keizer School Board meetings;

- **EDUCATIONAL PROGRAMS** like Salem-Keizer Schools basketball, football, soccer, volleyball, various music performances including high school and middle school band, choir, and orchestra, the Pacific Coast Invitational Marching Band Championship, high school graduations, Awesome 3000, Jaycee Relays, and college football, soccer and volleyball.
- **COMMUNITY PROGRAMS** like the two day World Beat Festival, the Summer Concert Series, Talk to Santa, TubaChristmas, the Festival of Lights Parade, and the Capital Crypt Halloween Show.

THANK YOU SO MUCH VOLUNTEERS, CCTV COULDN'T HAVE PRODUCED 729 HOURS WITHOUT YOU!



LEFT: Lee Bosch is a long time Salem City Council volunteer.

RIGHT: the Marion County Commission crew: John Cochran, Richard Gallagher, Ed Freydl and Joe Fabri.



RIGHT: Lela Taylor at the World Beat Festival.





FALL 2004 SCHOOL SPORTS & BAND CCTV CHANNEL 22 TV SCHEDULE



| DATE | GAME | SALEM-KEIZER H.S. FOOTBALL | | | | |
|-------|---------------------|----------------------------|------------------|----------------|----------------|--|
| 9/10 | N. Salem @ McNary | Sat. 9/11-12:01a | Sun. 9/12-3p | Mon. 9/13-4p | Wed. 9/15-9a | |
| 9/10 | S. Salem @ McKay | Sat. 9/11- 8a | Sun. 9/12-6 p | Tue. 9/14-4 p | Thu. 9/16-9 a | |
| 9/17 | McNary @ S. Salem | Sat. 9/18-12:01a | Sun. 9/19-3p | Mon. 9/20-4p | Wed. 9/22-9a | |
| 9/17 | W. Salem @ N. Salem | Sat. 9/18- 8a | Sun. 9/19-6 p | Tue. 9/21-4 p | Thu. 9/23-9 a | |
| 9/24 | S. Salem @ W. Salem | Sat. 9/25-12:01a | Sun. 9/26-3p | Mon. 9/27-4p | Wed. 9/29-9a | |
| 10/1 | N. Salem @ S. Salem | Sat. 10/2- 12:01a | Sun. 10/3-3 p | Mon. 10/4-4 p | Wed. 10/6-9 a | |
| 10/7 | Sprague @ McKay | Fri. 10/8-12:01a | Sat. 10/9-12:01a | Sun. 10/10-3p | Mon. 10/11-4p | |
| 10/15 | McNary @ Sprague | Sat. 10/16-12:01a | Sun. 10/17-3 p | Mon. 10/18-4 p | Wed. 10/20-9 a | |
| 10/22 | McKay @ McNary | Sat. 10/23-12:01a | Sun. 10/24-3p | Mon. 10/25-4p | Wed. 10/27-9a | |
| 10/22 | Sprague @ W. Salem | Sat. 10/23- 8a | Sun. 10/24-6 p | Tue. 10/26-4 p | Thu. 10/28-9 a | |
| 10/29 | N. Salem @ Sprague | Sat. 10/30-12:01a | Sun. 10/31-3p | Mon. 11/1-4p | Wed. 11/3-9a | |
| 10/29 | W. Salem @ McKay | Sat. 10/30- 8a | Sun. 10/31-6 p | Tue. 11/2-4 p | Thu. 11/4-9 a | |
| 11/5 | Sprague @ S. Salem | Sat. 11/6-12:01a | Sun. 11/7-3p | Mon. 11/8-4p | Wed. 11/10-9a | |
| 11/5 | McKay @ N. Salem | Sat. 11/6- 8a | Sun. 11/7-6 p | Tue. 11/9-4 p | Thu. 11/11-9 a | |
| 11/12 | Playoffs - if local | Sat. 11/13-12:01a | Sun. 11/14-3p | Mon. 11/15-4p | Wed. 11/17-9a | |
| 11/19 | Playoffs - if local | Sat. 11/20- 12:01a | Sun. 11/21-3 p | Mon. 11/22-4 p | Wed. 11/24-9 a | |

| DATE | GAME | SUN. 12:01 AM | SUN. 9 AM | WED. 6 PM | FRI. NOON |
|-------|----------------------------|---------------|-----------|-----------|-------------|
| 9/4 | W. Oregon @ Willamette | Sept. 5 | Sept. 5 | Sept. 8 | Sept. 10-9a |
| 9/25 | Menlo @ Willamette | Sept. 26 | Sept. 26 | Sept. 29 | Oct. 1 |
| 10/2 | W. Washington @ W. Oregon | Oct. 3 | Oct. 3 | Oct. 6 | Oct. 8 |
| 10/9 | U. C. Davis @ W. Oregon | Oct. 10 | Oct. 10 | Oct. 13 | Oct. 15 |
| 10/16 | Lewis & Clark @ Willamette | Oct. 17 | Oct. 17 | Oct. 20 | Oct. 22 |

| DATE | GAME | SALEM-KEIZER H.S. VOLLEYBALL | | | | |
|-------|--------------------------|------------------------------|-----------------|----------------|-----------------|--|
| 9/21 | W. Salem v. S. Salem | Wed. 9/22-3p | Fri. 9/24-11a | Sun. 9/26-6p | Tue. 9/28-3p | |
| 9/21 | TBA v. McKay | Wed. 9/22-5p | Fri. 9/24-1p | Sun. 9/26-8p | Tue. 9/28-5p | |
| 9/21 | TBA v. S. Salem | Wed. 9/22-7p | Fri. 9/24-3p | Sun. 9/26-10p | Tue. 9/28-7p | |
| 9/28 | W. Albany v. W. Salem | Wed. 9/29-Noon | Thu. 9/30-11a | Sun. 10/3-6p | Tue. 10/5-3p | |
| 9/28 | W. Albany v. S. Salem | Wed. 9/29-2p | Thu. 9/30-1p | Sun. 10/3-8p | Tue. 10/5-5p | |
| 9/28 | McKay v. W. Salem | Wed. 9/29-4p | Thu. 9/30-3p | Sun. 10/3-10p | Tue. 10/5-7p | |
| 10/12 | McKay v. Crescent Valley | Wed. 10/13-Noon | Thu. 10/14-11a | Sun. 10/17-6p | Tue. 10/19-3p | |
| 10/12 | S. Albany v. Sprague | Wed. 10/13-2p | Thu. 10/14-1p | Sun. 10/17-8p | Tue. 10/19-5p | |
| 10/12 | TBA v. Sprague | Wed. 10/13-4p | Thu. 10/14-3p | Sun. 10/17-10p | Tue. 10/19-7p | |
| 10/19 | McKay v. Crescent Valley | Wed. 10/20-Noon | Thu. 10/21-10a | Sun. 10/24-9a | Tue. 10/26-10a | |
| 10/19 | S. Albany v. Sprague | Wed. 10/20-2p | Thu. 10/21-Noon | Sun. 10/24-11a | Tue. 10/26-Noon | |
| 10/19 | N. Salem v. McNary | Wed. 10/20-4p | Thu. 10/21-2p | Sun. 10/24-1p | Tue. 10/26-2p | |

| DATE | GAME | COLLEGE VOLLEYBALL | | | | |
|-------|-------------------------|--------------------|----------------|----------------|---------------|--|
| 10/6 | Mt. Hood @ Chemeketa | Thu. 10/7-2p | Sat. 10/9-8a | Sun. 10/10-8p | Tue. 10/12-4p | |
| 10/28 | Willamette @ W. Baptist | Fri. 10/29-2p | Sun. 10/31-11a | Mon. 11/1-1p | Wed. 11/3-6p | |
| 11/11 | Anchorage @ W. Oregon | Fri. 11/12-2p | Sat. 11/13-8a | Sun. 11/14-11a | Wed. 11/17-6p | |

| DATE | SALEM-KEIZER SOCCER JAMBOREE | | | | |
|------|------------------------------|----------------|----------------|------------------|--|
| 9/3 | Sun. 9/5-3p | Tue. 9/7-4p | Thu. 9/9-8a | Sun. 9/12-9a | |
| 9/3 | Sun. 9/5-4:30p | Tue. 9/7-5:30p | Thu. 9/9-9:30a | Sun. 9/12-10:30a | |
| 9/3 | Sun. 9/5-6p | Tue. 9/7-7p | Thu. 9/9-11a | Sun. 9/12-Noon | |

| DATE | SOUTH SALEM CROSS COUNTRY INVITATIONAL | | | | |
|------|--|---------------|---------------|---------------|--|
| 9/18 | Sat. 10/9-7p | Sun. 10/10-7p | Tue. 10/12-7p | Sat. 10/16-7p | |

| MARCHING BANDS | | | | | |
|----------------|------------|----------------|---------------|----------------|---------------|
| 10/23 | PCI Finals | Sun. 11/7-10a | Wed. 11/10-5p | Fri. 11/12-10a | Sun. 11/14-6p |
| 11/6 | U. of O. | Sun. 11/21-10a | Wed. 11/24-5p | Fri. 11/26-10a | Sun. 11/28-6p |

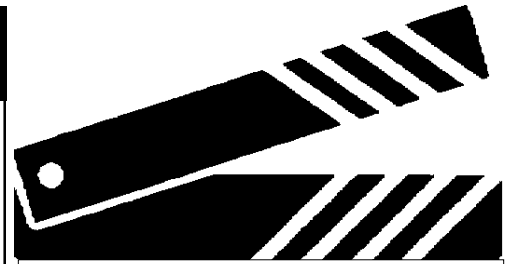
!THANKSGIVING IS MARCHING BAND DAY! PCI AT 9 AM & U. OF O. AT 1 PM

THANK YOU VOLUNTEERS - CCTV COULDN'T DO COMMUNITY TV WITHOUT YOU!

BELOW: Volunteer camera operators (left to right) Patrick Sevigny, David Duncan and Arlan Robinson at the West Salem High School Graduation with Julie Turner.



BELOW: Tristan George on camera atop the CCTV truck at the rainy Festival of Lights Parade.



CAPITAL COMMUNITY TELEVISION

P.O. Box 2342
SALEM, OR 97308-2342
PHONE: 503-588-CCTV (2288)
FAX: 503-588-6424
EMAIL: cctv@cctvsalem.org

www.cctvsalem.org

- Capital Community Television is a non-profit organization which operates community television facilities.
- Community television is non-commercial television produced by organizations and individuals about their own community.
- CCTV provides training, TV production equipment and assistance to any eligible organization or individual interested in developing and producing programs for cablecast on Channels 21, 22 and 23 on Comcast Cable.

CCTV BOARD OF DIRECTORS

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The CCTV newsletter, *ON LINE*, is published by Capital Community Television. Anyone wishing to comment or submit articles may call Rosa Leonardi at 503-588-2288, or email to rosa@cctvsalem.org.

CCTV WINTER HOURS

Monday: 9 am - 5 pm
Tuesday-Friday: 9 am - 9 pm
Saturday: 10 am - 6 pm

SPECIAL CLOSURES

Nov. 25, 26, 27
Dec. 24, 25, 27, 31
Jan. 1, 15, 17, Feb. 19, 21

New: A Pre-production Class & it's Free!

You know how to use a camcorder and you know how to edit your footage, but what do you know about planning a production?

This new **free** class, facilitated by Julie Turner, will help you do just that. You'll learn about writing a script, how to determine your target audience, decide which equipment best suits your production, how to gather a crew, and how to prepare for a successful production.

The class will be on Friday nights at 6 pm: Oct. 8, Nov. 5, Dec. 10
It is limited to 25 so please reserve your spot by calling CCTV at 503-588-2288.

SUMMER CAMPS 2004

RIGHT: Video campers play a 'get to know you' name game on the first day.



LEFT: Campers mingle and start forming production teams.

RIGHT: Here students learn about 'green screen' magic (if the newsletter were printed in color you'd see the wall is painted a lively lime green.)

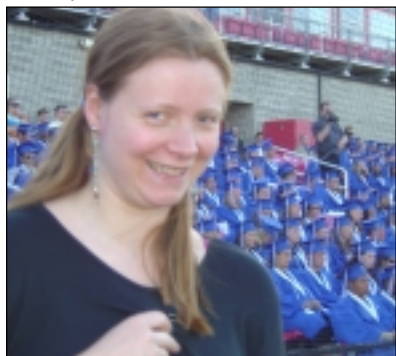


With each of CCTV's three summer camps filled, Training Coordinator, Greg Hiltz and Community Facilitator, Julie Turner had their hands happily full. They accomplished their goals of teaching middle school students how to create original music, plan a production, learn the basics of production, and then create their own music video.

A total of ten original music videos were produced by these students and CCTV held a premiere at the Library's Loucks Auditorium. Each participant received a CCTV t-shirt that read **Watch. Learn. Create.**

MORE CCTV VOLUNTEERS

Christine Pebley helps run camera at McNary H.S. Graduation.



Raymond Dukes volunteers to produce the Salem City Club Luncheon Speaker series.



CCTV WORKSHOPS

ORIENTATION

This is required of all persons wanting to use CCTV equipment and facilities. Orientations are held the first Tuesday of each month at 6 p.m. in the CCTV studio: **October 5, November 2, December 7, and January 4.**

CAMCORDER (One session + one assignment) \$15

This class certifies you to operate either an Elura 2 camcorder or a Panasonic DVX 100 camcorder.

The Elura is a small, extremely lightweight digital camcorder featuring a large screen viewfinder and comes with a tripod.

The Panasonic DVX is a full size industrial grade digital camcorder featuring manual controls for both audio and video.

CANON ELURA 2: Saturdays 11 am-1:30 pm

Choose one: * Sept. 11 * Oct. 9 * Nov. 6 * Dec. 11

PANASONIC DVX100:

* Wednesday Sept. 15, 6 - 8:30 pm

* Saturday Sept. 18, 11 am - 1:30 pm

* Wednesday Oct. 13, 6 - 8:30 pm

* Saturday Oct. 16, 11 am - 1:30 pm

* Wednesday Nov. 10, 6 - 8:30 pm

* Saturday Nov. 13, 11 am - 1:30 pm

* Wednesday Dec. 15, 6 - 8:30 pm

EDITING (Two sessions + one assignment)

CCTV offers two types of editing classes:

NON-LINEAR EDITING: \$30.00

Non Linear editing is done on a computer. It is especially suited for projects that have many shots, cuts and dissolves.

* Fri., Sept. 24 - 6 pm & Sat., Sept. 25 - 10:30 am

* Fri., Oct. 22 - 6 pm & Sat., Oct. 23 - 10:30 am

* Fri., Nov. 19 - 6 pm & Sat., Nov. 20 - 10:30 am

* Fri., Dec. 17 - 6 pm & Sat., Dec. 18 - 10:30 am

LINEAR EDITING: \$15.00

Linear editing is tape to tape editing. Especially suited for projects that have few shot changes or for long programs requiring little editing.

* Tues./Thur., Sept. 28 & Sept. 30, 6 - 8:30 pm

* Tues./Thur., Oct. 19 & Oct. 21, 6 - 8:30 pm

* Tues./Thur., Nov. 16 & Nov. 18, 6 - 8:30 pm

STUDIO PRODUCTION

(Five sessions + one in class assignment): \$30.00

This class certifies you to reserve the studio. Studio production is a team sport and you'll learn all the positions in this hands on class. Learn to operate studio cameras, mix audio, direct, do graphics, and light a set.

Mondays, 6 - 8:30 pm. **Choose one series:**

* Sept. 13, 20, 27, & Oct. 4, 11

* Nov. 15, 22, 29, & Dec. 6, 13

ANNUAL ACTIVITY FEE

A \$35 Annual Activity Fee is paid once a year beginning with the first class registration. This fee stretches limited resources and helps CCTV maintain its equipment in good working condition for all community producers.

YOUNG PEOPLE

...are encouraged to participate and learn how media is constructed. A parent or legal guardian must also attend an orientation if the youth is under 18 years of age.



CAPITAL COMMUNITY TELEVISION
 P.O. Box 2342
 SALEM, OR 97308-2342

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RETURN SERVICE REQUESTED

“If anyone said we were in the radio business, it wouldn’t be someone from our company. We’re not in the business of providing news and information. We’re not in the business of providing well-researched music. We’re simply in the business of selling our customers products.”

Lowry Mays, CEO of radio giant Clear Channel Communications

MANY THANKS TO CCTV VOLUNTEERS

WE COULDN’T HAVE PRODUCED OVER 729 HOURS OF COMMUNITY TELEVISION WITHOUT YOU!

| | | | |
|------------------|-------------------|-------------------|------------------|
| ANTHONY | STEPHANIE COOKE | GERALDINE HAMMOND | CHRISTINE PEBLEY |
| MIKE ALLEGRE | RON COOPER | STEVE HANDE | JOHN PIPER |
| VICTOR AMARRO | JANE CUMMINS | AMBER HARDMAN | HEATH PLEMMONS |
| TESSA BARKER | DEAN DAVIS | EVA HECOCTA | CATHY POLLINO |
| NICK BENDER | RUSSEL DUCEY | CARRI HEISLER | JULIE REIFEL |
| ALAN BERGERON | RAYMOND DUKES | KERRY HILTZ | BEAU RICHARDS |
| TED BERGERON | WOODY DUKES | MATT HOFFMAN | ARLAN ROBINSON |
| CHUCK BILDERDICK | DAVID DUNCAN | LINDA HOOK | DONN ROTH |
| IAN BORKOWSKI | DON ERICKSON | ROGER KIEFFER | ERIC SAHLSTROM |
| LEE BOSCH | CYNTHIA EVANS | STEVE KOHLMAYER | HARVE SCHUBOTHE |
| JEFF BRAMLETT | ROCKY EVANS | DON KOWITZ | SHARRON SEIDEMAN |
| BOB BRAENDLE | TAVIS EVANS | MELISSA KREUTZ | PATRICK SEVIGNY |
| ARRIN BROWN | JOE FABBRI | CHARLES LEWIS | RUTHIE SMITH |
| BOB BROWN | TIM FARRIS | SCOTT LINEBURGER | ALLEN TAYLOR |
| MICHAEL BURKE | AMBER FELDMAN | CHRIS LIPPERT | LELA TAYLOR |
| TED BURNEY | RANDY FRANKE | JENNIFER LIPPERT | TOM TASHNICK |
| JACINTA BUSHONG | WARREN FRANKLIN | VIC LIPPERT | GARY THOMPSON |
| GREG BYERS | ED FREYDL | MICHAEL MARSH | STEVE VINCENT |
| TINA CALOS | RICHARD GALLAGHER | BRYAN MICHAEL | CRAIG WEBSTER |
| DENIS CARNABY | JANEEN GANN | JORDAN MITZEL | DON WEISE |
| BRAD CHAMBERS | SUSAN GEORGE | DAVE MOSS | JONATHON WIGGINS |
| CATHY CLARK | TRISTAN GEORGE | HINRICH MULLER | HEATHER WILLEY |
| JAKSON CLARK | MARK GILMAN | JASON OPENO | JACK WITCRAFT |
| JOHN CLEMENT | ADAM GORDON | JOSH OVARD | CHUCK ZAWEL |
| JOHN COCHRAN | SHARON GRAY | BOB PARKER | |
| DEB COMINI | DAVE GUILLE | CORA PARKER | |



ABOVE: Another long time volunteer Steve Hande runs the audio board on one of the numerous CCTV productions for which he volunteers.

BELOW: Volunteer Mike Marsh runs a camera during the two day World Beat Festival.

