

WELCOME!

The Wisconsin Association of PEG Channels welcomes you to the West Bend 2008 Fall Workshop, *Access Hits Fast Forward!*

Since the last Fall Workshop, you and WAPC have walked the hallways of the Capitol to gain improvements in the state video franchise legislation and stopped Charter from removing PEG from the basic analog tier. Our success has not been total – but we have had success! This is the way of politics. Let's take the time to applaud ourselves and recognize that what we have done together could never have been accomplished separately!

We're not done. Next we push through remedial legislation to improve Act 42 and work with the Alliance for Community Media to strengthen federal cable law so states can't pass damaging PEG provisions. The *Morning Action Update* will get you up to speed.

It's also time to take another look at the Act 42 "footage" particularly the curious section that allows PEG to be "commercial." Using expert advice and focused discussion, we'll generate solid ideas compatible with our non-profit missions.

Fair Use and Copyright are perennial issues and ever-changing as technology makes creative products increasingly accessible to the public. Learn about the latest "codes of best practices" and participate in the discussion on how they apply to your work.

Bring your staff *and producers* to take the two-hour workshops on Final Cut Pro and Media 100 editing software.

Finally, let's talk together about statewide projects that will benefit every single one of our stations – a promotional campaign to help buoy PEG through the next set of challenges in the legislature and with our local video providers.

On **Friday, October 3**, we fast forward to create a strong future for PEG! Join Us!



Mary Cardona
Executive Director

WAPC Fall Workshop Schedule

9:00 AM

Continental Breakfast

10:00 AM

Welcome

Mike Ryan, WBCTV
Kristine Deiss, Mayor, West Bend

Morning Action Update

- Assessing Charter's decision to keep PEG on analog
- PEG advocacy goals for Congress and the FCC
- Progress on remedial legislation

11:00 AM

How to make "commercial" compatible with access

Drawing on opinions from Atty. Anita Gallucci, Atty. Neil Lehto, 501(c)(3) accounting rules, the Wisconsin Legislative Council memo on the Doyle partial veto of "non-commercial" and opinions collected from our members via the listserv, we'll discuss the commercial options for PEG.

12:15 PM

Catered Lunch

1:00 PM – 3:00 PM WORKSHOPS or...

Pick ONE production workshop

- Introduction to Final Cut Pro
- Advanced Final Cut Pro
- Media 100

1:00 PM – 3:00 PM SEMINARS.

Attend BOTH sessions

- Fair Use and Copyright** (1 pm – 2 pm)
 - Codes of Best Practices
 - Creative Commons concept
 - Status of the ACM program sharing project
- WAPC Strategy Session** (2 pm – 3 pm)
 - Help with statewide projects like the *Best of Wisconsin* promotion, the quarterly PEG e-newsletter, lobbying, and more. See the skit video from the Spring Conference strategic planning session!

3:00 PM

Informal tours of West Bend Community Television

Directions

West Bend City Hall

1115 S. Main St.
West Bend, WI 53095

West Bend is located about 35 miles northwest of Milwaukee near the intersection of US HWY 45 and WI STH 33.

From the South:

Use the 41/45 freeway towards Fond du Lac. Exit Hwy 45 towards West Bend. Exit Paradise Drive East (right). The third stop light is Main St. Left on Main. Next stoplight is Vine St. Right on Vine. City Hall is on the corner of Main and Vine.

From the North:

Take 41 south to the Hwy 33 (Allenton) Exit. Left on 33. Go about 10 miles east on 33 to Hwy 45. Take a right on 45 go 1 exit south to Paradise Drive. Exit Paradise Drive East (left). The 4th stop light is Main Street. Left on Main. Next stoplight is Vine St. Right on Vine. City Hall is on the Corner of Main and Vine.

From the Madison area:

Use either I-94 or Hwy 33 to get on Hwy 45.

Please park in the Additional City Hall Parking lot.

The main entrance to City Hall is on the East (Eder Lane) side of the building.

West Bend Community Television is on the 1st floor.

Thanks to Mike Ryan and West Bend Community Television for hosting this year's Fall Workshop and preparing this brochure.

Registration Form

WAPC Fall Workshop 2008
West Bend Community Television

Friday, October 3, 2008
West Bend, WI

Name _____

Access Center _____

Address _____

Phone _____

E-Mail _____

Names of those joining you: _____

Help us determine the level of interest in each for planning!

Afternoon sessions attending (number of people):

Intro to Final Cut Advanced Final Cut

Media 100 Seminars

Registration Fees:

Member (first attendee): \$35 1 x \$35 = \$ 35

Member (add'l attendees): \$20 x \$20 = \$ _____

Non-members: \$40/person x \$40 = \$ _____

TOTAL \$ _____

Make checks payable to **WAPC**.

Mail to: WAPC Workshop
c/o West Bend Community Television
1115 S. Main St.
West Bend, WI 53095

Questions? Call Mary at WAPC at 608-215-5594

Registration Deadline: Friday, September 26

What is WAPC?

WAPC is a 501(c)(6) professional member organization currently serving 56 public, education, and government access television stations in Wisconsin. WAPC offers networking opportunities, resource sharing, program sharing, conferences, a nationwide clipping service, a listserv, a website, and registered lobbying services. Since 2007, WAPC has organized its members to lobby for favorable PEG provisions in state franchise legislation and launched a publicity campaign to keep PEG on the basic analog tier. WAPC also participates in nationwide efforts to promote PEG in the FCC, the Courts, and in Congress. WAPC's mission is to serve our member's needs and to make Wisconsin a great place for community television.

In the next legislative session, WAPC will work for passage of remedial legislation. Our priorities continue to be to:

1. Ensure all cable subscribers can view PEG without any special equipment.
2. Maintain a reasonable monthly subscriber fee to support a community's PEG channels.
3. Institute technical standards so PEG is carried at the same quality as commercial channels.
4. Require video providers to be responsible for any special equipment needed to convert PEG signals to non-standard carriage protocols.
5. Elimination of damaging provisions and clarification of ambiguous provisions in Act 42.

WAPC needs your help to create a healthy future for local speech. See our website at www.wapconline.com for Membership Information.

2008-2009 WAPC Board

- John Foust - President, Finance Chair - Jefferson JPEG-19
- John Jordan - Vice-President - Wausau Public Access
- John Quirk - Secretary - Stevens Point Community Television
- Deb Brunett - Treasurer - Merrill Productions
- Brad Clark - Public Policy Chair - Madison City Channel
- Scott Mealiff - Communications Chair - Sheboygan TV 8 WSCS
- Pam Steitz - Conferences Chair - Sun Prairie-Kids 4
- Tom Soik - Membership Chair - Sturgeon Bay Public Access
- Joel Desprez - Chippewa Valley Community TV
- Dan Kummer - Marshfield Public Access
- Galen Lingl - Mauston Public Access
- Alan Lockett - Whitewater Station 13
- Mary Shanahan Spanic - West Allis Community Media Center

Member committee assignments

- Public Policy—Mick Givens - Rice Lake
- Communications & Resources - Chris Lang (Madison City Channel) and Cameron Thompson (Sun Prairie Kids 4)
- Membership - Dawn Wills, Connie Darling, Mike Ryan

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