

Community Organizing Through Community Media

By Jeff Hansell, MATV Executive Director

This past spring, I was lucky to have been chosen as a Community Fellow in a course at Harvard University entitled *Community Organizing*, taught by **Marshall Ganz**—a wonderfully inspiring and challenging teacher. I thought that I would be learning how to stage a protest and assumed that I probably did not have the intellectual focus to survive the semester. Though I never did figure out how to write a twenty-page term paper on two hours of sleep, I did learn more about myself than I'd imagined and discovered the real meaning of "building community through media."

Community organizing empowers individuals acting in concert and compassion for one another to take responsibility for their lives and to take positive collective action to improve their neighborhoods and community in small and profound ways. Community media teaches people how to use the tools of television to talk to one another as real human beings who live and work and raise families together and not just as faceless consumers strolling past each other at the shopping center.

At our best, MATV can bring together a diverse cross section of extraordinary Maldonians who reach out and use their differences as strengths to tackle real problems and

discover better solutions through community dialogue, political debate, creative expression, and the simple soap-box of free speech. If you watch MATV—or take part in a program yourself—you'll see a community that is more diverse and richer in its old and new traditions than anything reflected back at you on commercial TV.

This year, MATV is reaching out to all corners of the city to take part in a community-wide telethon later this year as we celebrate our 15th Anniversary. If you ever benefited from MATV, if you ever watched and participated on an MATV program, then please consider making a donation in money or time and join your neighbors and the friends you have *not* met to organize your community through your local media—Malden Access Television.

MVES In Training



From left (bottom): Brid Scharrenwebber, Sean Maney, Terlonzo Amos, Irene Daley, Barbara Ball, Joyce Sauca, Jenny Vanesse, and (back) Mark David Kovich

Staff members from **Mystic Valley Elder Services** recently finished their studio training taught by MATV staffers **Terlonzo Amos** and **Anne D'Urso-Rose**. MVES is planning to produce a program series on MVES services and elderly issues, to be distributed on cable access stations in the eight communities served by their organization.

What's Inside?

- Triangle's *AbleVision* ... 2
- Crossed Lives Debuts* ... 2
- Program Profile: **ASIAN SPECTRUM** 3
- MATV Salutes Our Volunteers** ... 4, 5
- Looking Back at the Beginning ... 6, 7
- 15 Years in 15 Hours: **MATV Telethon** ... 7
- MATV Photo Retrospective** ... 7
- INTERNAL Affairs: Hong Sun Yoon** ... 8
- Business and Community Partners** ... 8
- Youth Channel News** ... 10

BOARD OF DIRECTORS

Kevin Duffy, *President*
 Bill Thomson, *Vice President*
 Nick Palky, *Treasurer*
 Barry Greenspan, *Clerk*
 Sonny Kelly
 Alan May
 Frank Molis
 Barbara Tolstrup

STAFF

Terlonzo Amos
Technical Manager

 Alisa Brugnoli
Youth Coordinator

 Craig Burns
*Education/Government Access
 Coordinator*

 Anne D'Urso-Rose
Training Director

 Patrick Gordon
Programming Director

 Jeff Hansell
Executive Director

 Liri Qirici
Senior Producer

 Lee Ann Small
Assistant Director

 Dee Jaye Tobin
Volunteer Coordinator

SUPPORT STAFF

Dianne O'Brien
 Anna Pacheco

Malden Access Television is a non-profit (501-c-3) membership-based corporation established in 1988. Under the terms of the Malden cable television license, MATV is responsible for the management and operation of the Public, Educational, and Government access channels for the City of Malden. By providing outreach, education, resources, and technical support, we fulfill our mission of "Building Community Through Media."

Triangle's *AbleVision* Wins "Best Practice Award"

The Massachusetts Chapter of the Association of Persons in Supported Employment (MAPSE) awarded its 2004 Best Practice Award to Triangle, Inc. The honor reflects the innovation, imagination, and exemplary performance of *AbleVision*, the cable access television show produced by Triangle. *AbleVision* made its debut in the fall of 2003 after the cast and crew of fourteen finished a ten-week training program led by Malden Access Television. The thirty-minute program was then produced in "magazine" format with two studio hosts and several segments filmed on location. The premiere episode received significant media attention and an overwhelmingly positive response from the community. The group is now finishing its second episode with nearly thirty participants involved.

MAPSE, like its national parent organization, was formed in order to improve and expand the integrated employment opportunities, services, and outcomes for people with disabilities. It serves to empower people with disabilities and educate others about the value of including people with disabilities as fully participating community members. "The synergy between our mission and what *AbleVision* has been able to accomplish is remarkable," said MAPSE President Angela Neal. "The participants have gained skills, confidence, and a wonderful sense of camaraderie. And the community is able to get a unique look at the lives of people with disabilities."

Crossed Lives Debuts on Access TV and Beyond

Olga Lattarulo and Sal Khan

It all started four years ago with a special course offered at MATV called "Narrative Video Production." Taught by independent film/video producer **Paul Sarapas**, the course taught narrative filmmaking techniques for video. Class participants **Sal Khan** and **Olga Lattarulo** were so inspired by the course that they decided to produce their own movie. Olga wrote the script and Sal handled the overall technical aspects. Another class member, **Patty Pajares**, helped with camerawork. They all acted in the movie

along with many other recruited actors. The movie is a drama about the life of a rich and successful attorney. He is involved in a multiple murder case, trying to demonstrate the innocence of the accused, who suffers from a multiple personality disorder. The movie also features a love story, a character with a double life, and an attempted suicide. The movie was a long time in the making, but it is now premiering on MATV Channel 3 during the month of July (check program schedule for dates/times). The producers also plan to enter the movie in the Cannes Amateur Film Festival. Congratulations Sal and Olga! And don't forget to check out *Crossed Lives*, now showing on a TV screen near you ...

Program Profile: ASIAN SPECTRUM

by Anne D'Urso Rose, MATV Training Director

Melody Tsang is the current producer of the long running LIVE program series Asian Spectrum. Melody politely refused this interview as a "Member Profile." She insists, "The show is completely a group effort. We all make it happen together." So the group joined me one evening to answer questions about their successful community access TV show.

Tell us about how Asian Spectrum began.

We just finished our eighth year of the show. It was originally co-produced by **Richard Cheng** and Melody Tsang, as an outgrowth of MAPAC, the Malden Asian Pacific American Coalition. The show changed its sponsorship to Asian Spectrum, Inc. in 2002. **Peter Chiu** is the President of Asian Spectrum, Inc. and he handles many of the administrative matters of the program. Many members of our large production team were with us from the beginning. **Andy Wong** has been the director all along. He works as a TV professional. The rest of us were all TV amateurs. We took the MATV Studio Production course and were on our way!



Asian Spectrum Production Crew, 2004

What is the mission of the program?

The mission of *Asian Spectrum* is to reach out to new immigrants, the Cantonese-speaking population, which is a very large population in this area. The show is produced in Cantonese, with some Mandarin language segments. We deliver news from our home countries and here in the United States, report on current issues that affect our lives, and provide information that will help make the transition to a new life easier. We produced two live shows a month and air our program here in Malden, as well as on BNN in Boston.

What is the format of the show?

Asian Spectrum is shot in the studio with two co-hosts. Melody Tsang, **Angela Mah**, and **Zenobia Lai** take turns co-hosting the show. We have at least two topics for each show, with guest interviews. Now, we've begun to have many special segments: legal, medical, religious, health, and beauty. We also include PSAs (Public Service Announcements). **Kim Szeto** is our Field Production producer. We are trying to increase the amount of field-produced segments shown on the program.

You have a very tight production team that works very collaboratively.

Definitely. There are about twenty of us that volunteer our time working on the show: from researching and writing segments, interviewing, and doing all the technical roles. People like **Bob Kwong** (Floor Manager), **Ricky Lam** (Camera and Graphics), **Pak Chow** (Switcher), **Kin Mak** (Set Manager), **Winky Xia** (Research), **Sandy Hung** (News), and **Doug McEvoy** (Camera) have all been with us for many years. We come together every 1st and 3rd Tuesday of the month and it's pretty intense, since it's a live program. We begin right at 8:00 and the show lasts a full hour. But after the show, we all go down to Hugh O'Neill's (local pub) and relax. We laugh and have fun together, but we also review the show and talk about what we're going to do in upcoming shows.

What has been Asian Spectrum's contribution to "Building Community Through Media"?

Community media provides a very powerful means of communication with the immigrant community. Nowhere else on cable television will you find Cantonese language programming. Because we can cablecast in the native language of the target population, we can deliver important information and help make the lives of our viewers easier in this new land. We know people watch our show because we get direct feedback from members of the community. MATV has been very supportive over these past eight years. And, though it's a lot of work, the cast and crew of *Asian Spectrum* have a great time working on the show!

MATV Salutes Our Volunteers!

The spirit of volunteerism is alive and strong at MATV. From producing shows to answering phones, cleaning, lifting, painting, labeling, sorting, designing, photographing, and everything in between, volunteers are the folks who make the work of community access happen. In celebration of our 15th anniversary year, we dedicate this newsletter to the hundreds of volunteers, past and present, who have furthered the mission of MATV through their volunteer activities.

From the top:
June Morelli, Volunteer
Hall of Famer;
John Reynolds, "one of
Malden's finest";
Leslie A. Weston



MATV Recognizes This Year's Top Volunteers

At our annual Volunteer Party on April 16, 2004, we honored all of this year's volunteers and gave special recognition to those with the most volunteer hours:

**Loretta DeStefano, Jaye Phillips,
Elizabeth Scorsello, and Margie Myers.**

*Below, left to right: Representative Christopher G. Fallon,
Loretta DeStefano, Jaye Phillips, DeeJay Tobin,
Elizabeth Scorsello, Margie Myers, Jeff Hansell*

*Above left: Jean Falaise
Above right: Chris Bartolo*



David Lyon





Above left: Mary Kate Walsh, Kids Club volunteer



Above right: Peter Fellman, "Did you hear the one about the cable and the coaxial?"



Above: Kim Brown, 2003 Volunteer of the Year, now resides in Arizona



Above: Margie, left, DeeJay, 1999



Below: Marie Gallagher Volunteer Producer of Gallagher's Emerald Isle.

*Right: Christine Murphy
Below: Angela Irby*



Right: Anne Raneiri, "Hello Control Tower, do you read?"



Above: Barry Greenspan volunteer, producer, board member "Can we talk?"



*Above: Yoko Hara Cyber Cafe Volunteer Role Model
Now resides in Japan with family and her newborn son Yushun.*



*Left: Mary Annvedder
Below: Sarah Rose (age 1) Phone receptionist in training*



Looking Back at the Beginning

*by Ron Cox, Executive Director,
Wakefield Community Access Television*

It was 1987 and I remember clearly my excitement at reading an article in the local paper about the formation of Malden's own television station called MATV. Very soon I found myself running down to City Hall to sign up and find out more information about the new access center.

I walked into the building and found a small, cramped room that was full of stacks containing files and assorted reference material. Behind the piles of books and papers was this smiling woman who introduced herself as **Rika Welsh**, the Executive Director of Malden Access Television. She sensed that I didn't think it looked much like a TV studio and she was quick to assure me that this was indeed a temporary space until an actual studio facility was built. Rika shared with me the vision of the organization and I shared with her my history of working with the Boston Film and Video Foundation. We found out we knew many of the same people but for some reason had never met each other until that moment.

I knew right away this was going to be a relationship that led to something big. Not only has Rika become a wonderful friend but my experience with MATV ended up changing my life in ways I could never have foreseen.

At the time, I was working with school-aged children at the Malden YWCA Childcare Program for their after-school and school vacation programs. I loved working with kids and as soon as MATV was up and running, I was one of the first volunteer producers who signed out equipment and used the cameras and microphones to form a Kids Television Workshop at the YWCA.

Before long I not only became an active volunteer producer creating my own series called *Live on Tape* in 1990, but I became involved in the actual running of the organization by being voted onto the MATV Board of Directors in 1992. I was very interested in working with the mission and future of the place. I started out as Secretary of the Board and became Board President in 1997. It was that experience of promoting community television and advocating for media literacy that led me to the conclusion that it was time to change my vocation.

I loved being an active volunteer producer creating shows covering annual community events like the *St. Patrick's Day Road Race*, the *Holiday Parade*, and the *YMCA Celebrity Dinner*. I enjoyed producing *Hooked on Fishing*, a video that acted as a tribute to long-time community leader, **Roy Burns**. MATV also gave me the chance to tape the 100th running of the Boston Marathon in 1996. It was bringing an MATV camera that got me on the bus to Hopkinton to cover the event from behind the scenes. It was an extraordinary experience as I taped interviews with runners from all over the world as well as the famous **Jimmy Kelley** and **Dave McGillivory**. The only problem was that after I taped the runner's start and they were all heading into Boston, I realized I was stuck in Hopkinton. It wasn't until then that I realized I was indeed the press and all I needed to do was find the press bus. I asked fellow "journalists" from Channel 7 and they told me where it was located. I found it and soon was off to Boston to capture the ending of the race. It was the first time I felt the true power of the media!

Since that time I have produced 109 *Live on Tape* shows, and many special productions such as *How Access TV Changed My Life*, a fictional account of how a drifter changes his life when he gets involved with his hometown community access center. Although I used some personal experiences in writing the story, the part of the "drunken drifter" was made up. Unfortunately, to this day, many people come up to me after viewing the video and say, "Ron, I think it's great how you turned your life around."

It was in 1994 after teaching some part-time Kids Video Classes for MATV that I decided to make the leap and change my vocation from childcare to video production full time. I applied for the Program Director's position at Wakefield Community Access (WCAT) and got it. For four years I taught video and did programming for their access channels and realized I made the correct decision. In 1998, Salem Access Television made me an offer I couldn't refuse and I became their Director of Production and Outreach for six years.

Just last year, the former General Manager of WCAT, **Robert Haigh**, left his position to take on the Executive Director role at Lowell's access center, and I became the new Executive Director at Wakefield Community Access Television! In fourteen years I went from volunteer producer to Executive Director in a profession that I have come to love.

I have many great memories of MATV, but it is the people I've met that will have a lasting effect on me. Individuals such as **John Luvender** and **Joe Giglio**, who were taken

from us too soon but whose memories will last forever. It was John who as MATV's first Technical Engineer taught me how to wrap cables properly, and Joe who was my co-producer for *Live on Tape*, which would have never got off the ground without him.

There are others, such as **Kathy Davies O'Leary**, **Anne D'Urso Rose**, and **George Manfra**, who supported me from the very beginning and gave me the incentive to continue. They were the ones who convinced me to do the graphics for the early newsletters. People like **Robin** and **Laura Clifford**, who, as fellow producers, also gave me support. Robin was my first director for *Live on Tape*. There are so many people to thank, such as **Lee Ann Small**, **Chris Zell**, **Francis Mattuchio** and especially **Rika Welsh**, that make this world of access TV a special place where your dreams become a reality. In my case, they changed my world, which in turn changed my life. Thanks for the memories, but most of all thanks for the change of direction.



Illustrations by Ron Cox

MATV Photo Retrospective Opens in July

Take a walk down memory lane and see the people, events, and moments that have made up our 15-year history. The MATV Photo Retrospective will be on view in the MATV Gallery from July through September. Come check it out!



15 Years in 15 hours: The MATV Telethon is Coming!

MATV will hold its first-ever televised telethon on Saturday, September 18th from 9am til midnight. In honor of our 15th anniversary, we will cablecast LIVE for 15 hours, featuring live music and performances, interviews, and video clips from our archives. The program will combine with the Celebrate Malden festival during the day, as we integrate our own celebration with this multicultural community event. PLEASE mark your calendars and sign up NOW to help put together this combined celebration and fundraiser for MATV. Over the summer, we need people to edit clips and create graphics to be ready for the telethon. We'll need volunteers from morning til midnight on the day of the event to help in front of the camera and behind the scenes. This will be a new production experience for all of us, so we look forward to learning and creating with all of YOU to make this a fun and successful event!



*Ron Cox, Summer 1991
Photograph by Kathleen Rose*



INTERNAL Affairs: Hong Sun Yoon

by Craig Burns, Education/Government Access Coordinator

If you were at MATV between January and May, you probably saw her. Sitting in the Youth Channel office; editing away on the eMac; in Studio A, doing camera for “Malden Square” or other shows; in the Control Room; doing audio; or just helping out. Who was this mysterious stranger? Where did she come from? And where did she vanish to, just as mysteriously as she arrived?

It’s actually not that mysterious. She is **Hong Sun Yoon**, an intern from the Massachusetts College of Art. She has been in America since 2000, having moved to the Boston area from her home in Seoul, South Korea. She came seeking to expand her knowledge, having earned a degree in painting at Hong-Ik University in Seoul. After college she worked at a Korean television studio doing graphic design. When she moved to Malden, she found out about Malden Access Television and came in to find out more. When Lee Ann told her we were looking for an intern, she jumped at the chance. “I wanted to try editing programs instead of just designing graphics,” says Hong Sun. “There is no public access in Korea, I think it is an excellent thing.”

Since coming here, Hong Sun has edited many programs using Final Cut Pro, Adobe After Effects, Live Type, Soundtrack, and more. If you saw the opens she created for Junior Varieties, or the Police Academy Graduation, you know what we mean when we say her graphics training and natural editing talent have made our programs, and MATV in general, look terrific. When asked if the internship was everything she wanted, she replied “I do everything here—camera, audio, making promos, editing shows. I tell people who ask me about my internship “They let me do everything!”

Hong Sun left MATV at the end of May to prepare for her wedding, which would be held back home in South Korea. But she was already planning her return to MATV as a member. After all, her work is not yet done. She has not yet directed. That will have to wait until she returns. We can’t wait to have her back!



Intern Extraordinaire Hong Sun Yoon (right) with Craig Burns, who served as Hong Sun’s advisor during her internship at MATV.

Staff News

In April, **Liri Qirici**, our Community Production Coordinator, finished his three-year VISTA (Volunteer in Service to America) term successfully at MATV. He has been an important part of MATV’s effort to “build community through media.” Liri will continue to be a part of MATV as a Senior Producer, being involved with the weekly series *Malden Square*, his award winning *What is...?*, and various other projects.



Liri Qirici, Senior Producer

**MATV is proud to acknowledge the generous support of our
Business and Community Partners.**

Malden Access Television
is supported by franchise fees from



provided through

The Office of
Mayor Richard C. Howard
City of Malden, MA

Grant funding has been provided by the
Malden Cultural Council



a local agency supported by the
Massachusetts Cultural Council,
a state agency.

Business Partners—
Businesses that support MATV
programming and activities

BANK MALDEN
One Salem Street
781-321-4001



TECH SOLUTIONS
www.tech-answer.com

CORNUCOPIA FOODS
61 Pleasant St.
(781)321-3890



KAPPY'S LIQUORS
10 Revere Beach Parkway
781-395-8888

MALDEN HOME PAGE
www.maldenhomepage.com



Community Partners—Non-profit organizations and agencies

IMMIGRANT LEARNING CENTER
442 Main Street
781-322-9777



MALDEN CHAMBER OF COMMERCE
www.maldenchamber.org

MYSTIC VALLEY ELDER SERVICES
www.mves.org



TAIPEI ECONOMIC AND CULTURAL OFFICE OF BOSTON
(617) 737-2057

TRIANGLE, INC.
www.triangle-inc.org



State Representative
CHRISTOPHER G. FALLON
3 Pleasant Street 781-321-5553

Youth Channel News

By AJ Webber, Shontelle Brathwaite, and Christina DiSessa

The Youth Channel is fun! We as “youth” are able to express ourselves. We are able to make any shows we want (within reason). One show that we have is called *Random Idiocy*. We have a lot of fun making it. It’s walking up and down Malden taping people doing weird things or asking people stupid questions to see what they’ll say. So far we’ve taped a person walking around with a doll in their pants, an in-depth religious discussion, and a family Christmas gone wrong. You should definitely check it out on Thursdays, 6pm! Also, we have an upcoming series in the making called *Anime Suga*. It will have discussions about various anime topics, stuff of the week (such as animes, games, and websites), man on the street, and upcoming events. Currently the makers of *Anime Suga* are looking for help on the show. If you’re interested or want more information about the Youth Channel, contact **Alisa Brugnoli** at MATV or at alisa@matv.org.

Top right: Christina DiSessa

Lower right: Shontelle Brathwaite and AJ Webber



Newsletter Editor-in-Chief—Anne D’Urso-Rose; Design—Stephanie Mahan Stigliano; Copy Editors—Leslie A. Weston, Jeff Hansell

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 50201
MALDEN, MA