

KIDS-4 PENNY WARS ARE BACK!



Donate to a
good cause!

Let's try to
fill those jars!

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IT'S OFFICIAL...

Sun Prairie Cable Access is now Sun Prairie Media Center!

As many of you know, this past year we have undergone many changes; new director, new program coordinator, the end to our local franchise agreement. And we look forward to the changes that will continue to happen in 2011 starting with our new name, Sun Prairie Media Center. This year we are working towards many more changes; launching a new website, going completely digital by 2012 (no more VHS tapes!), providing community workshops, video archiving and video classes. As we embrace our new name and new challenges this year please be on the lookout for a celebration of the official launch of our new name.

To keep up with all the changes at the station check us out on:

Facebook, <http://www.facebook.com/spcatv>

Twitter, <http://twitter.com/spmediacenter>

Website, www.sunprairiemediacenter.com.



FRONTIER DOES INTERVIEW AT SPMC

On December 20th we had the pleasure of hosting Terry Kucera, the General Manager of the Southern WI division of Frontier Communications, for an interview here in our studio. As of this summer, Frontier Communications is new to Sun Prairie replacing the old phone company Verizon. Ed Pagelow a longtime volunteer and board member of SPMC was interested in learning more about the new company in town. He contacted Terry to see if he would do a show to educate the community on the new phone provider and what their plans are here in Sun Prairie as they get settled. Terry gladly accepted and Ed hosted the show.



The show was very informative and gave insight on our new phone provider, Frontier

Communications. Ed hopes to continue to bring community relevant topics and guests to his new show 'Inside Sun Prairie'. Stay tuned for more new shows with your host Ed Pagelow. And watch 'Inside Sun Prairie with Terry Kucera of Frontier' now on KSUN cable channels 98 & 983.

DON'T FORGET you can receive the SPMC Newsletter via e-mail! No need to recycle, stay updated by receiving the electronic newsletter. The full color photos and the convenience of the direct links are worth it! E-mail us at staff@sunprairiemediacenter.com and let us know you'd like to be added to our Newsletter E-mail Contacts.

STAFF

CAMERON THOMPSON
Executive Director

RACHEL PACKARD
Program Coordinator

MARA TRUSTY
Program Coordinator

BOARD

LOUIE BLASER
Board President

RUSS FASSBENDER
Council Representative

GARY HEBL

ED PAGELOW

JEANIE FARMER

TAMMY SCHMIEDEN

TOM TUCKER

FRIENDLY REMINDER

Be careful when operating the check-out gear & equipment in the studio. All of this equipment was purchased for you to use. Please respect it as if it were your own, because in a way, it is.

If you ever have any questions about equipment operation, please ask the staff. We are here to help you!

In Memory of Dylan Ellefson

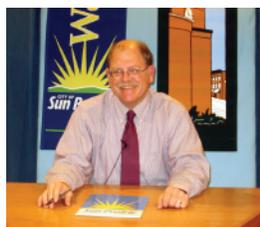
This fall Sun Prairie Media Center and KIDS-4 lost a coworker, mentor and dear friend. Dylan Ellefson had been with us since joining the KIDS-4 family in 7th grade in 2001. Dylan was such a positive co-worker and roll model to everyone at KIDS-4. His dedication to our program and strong work ethic made him a successful person in life and improved our station every time he walked in the door. The uniqueness of KIDS-4 helped capture Dylan's life, and with that – his memory will last forever. Our hearts go out to the Ellefson family and we want to thank them for the time we were able to share with him. Dylan, you will always be a part of the KIDS-4 family, we miss you. SPMC put together a tribute video of Dylan to show at his UW Memorial. This video features clips of Dylan in KIDS-4 and pictures with friends and family members, all set to some of his favorite songs. If you would like a copy of the tribute video please contact us. To help keep the memory of Dylan alive, SPMC is planning to dedicate a memorial to Dylan this spring here at the station.



The Ellefson family has set up a scholarship fund in Dylan's name at UW-Madison. All donations will be used to help students in the School of Education who aspire to teach in Elementary or Secondary Education. To make a donation, please make a check payable to the UW Foundation, and indicate in the memo area or with an enclosed note that the gift is for the Dylan D. Ellefson Memorial Scholarship. Checks may be mailed to the address below:

**University of Wisconsin Foundation
US Bank Lockbox, PO Box 78807
Milwaukee, WI 53278-0807**

THANK YOU MAYOR CHASE



Since 2008 Mayor Joe Chase has worked with Sun Prairie Media Center to produce his program "What's Up, Mayor Joe". This show is intended to inform the citizens of Sun Prairie about their community and local government. During this time he successfully produced over 50 original shows and received an award of Significant Community Programming from the Wisconsin Association of PEG Channels in the year 2009 for his work. As he steps down from his mayoral duties in April his edition of a mayor program on KSUN will come to an end. At this time we'd like to thank Mayor Joe for dedicating time and appreciating local television as a powerful communication tool.

VOLUNTEERS NEEDED

Interested? Sign-up for a Video Workshop! These workshops offer residents to expand their video skills and gain the knowledge necessary to become an independent producer for SPMC. If you are interested in scheduling a workshop with one of our staff call 837-4193 or e-mail staff@sunprairiemediacenter.com.

On-Location Production \$10

This workshop covers what a producer needs to know while filming away from the studio. It consists of individual instruction on basic camera set-up, usage & techniques. You will learn the equipment that is available for check-out, from our new digital cameras to tips & tricks for shooting.

Post-Production \$15

Editing a program and adding titles & credits creates a more finished, professional look. In this workshop, participants are given personal instruction on the use of video and computer software used to edit film while adding graphics and text.

In-Studio Production \$15

In-Studio production utilizes the facilities at SPMC to its fullest. This workshop covers instruction on studio lighting, switching, studio sound and studio cameras. This is excellent instruction for volunteers & producers. In-studio productions are common for both taped and live programs.

NEW YEAR, NEW GEAR

Christmas came early at KIDS-4 this year – thanks to the hard work and dedication from the Parents of KIDS-4 group. At the end of the year the group decided to purchase **three** new digital camcorders with their hard earned money. The Parents of KIDS-4 are proud to announce that they were able to raise just over \$1,500 for the KIDS-4 program this year. We now have a total of 6 digital cameras available at the check-out desk for taping shows and events in the community. Some of the fundraisers the Parents of KIDS-4 organized this year are; Kwik Trip Milk Moola, Penny Wars, Cannery Square Block Party Face Painting Booth, KIDS-4 Night at Culver's Night and KIDS-4 Day at JB's Italian Grille. All money donated and earned at these events went directly to support the KIDS-4 program. Sun Prairie Media Center would like to thank the Parents of KIDS-4 for their hard work and dedication this year!



KIDS-4 CORNER

GET READY... FOR PENNY WARS!

Shake out your piggy banks & empty your pockets because KIDS-4 Penny Wars start on Mon, Jan 31. Fill your crew's jar with as many pennies as possible throughout the month of February. And don't forget, you can sabotage other crews by dropping silver coins in their jars! The crew that raises the most will be rewarded with a pizza party in March!

KIDS-4 VOLUNTEERS AT POLAR EXPRESS

SPMC, in conjunction with the Parks, Rec & Forestry Dept, had another successful Polar Express this past December. Some KIDS-4 members volunteered with the Polar Express event acting as elves for the day. If you made it to the event you may have seen some other staff members in costume. Thanks again to our crewmembers for helping make this year another positive event!

GROUNDHOG'S DAY IN SUN PRAIRIE

Sun Prairie's Jimmy the Groundhog will make his prediction bright & early on Wed, Feb 2nd. KIDS-4 reporters will be there to cover the event the minute Jimmy arrives. Be sure to stop by the Parents of KIDS-4 booth at the Groundhog Celebration on Sat, Jan 30th at St. Albert the Great Church. KIDS-4 will be there filming the event and getting everyone's early predictions on what Jimmy will announce.

MEDIA TIPS & TRICKS

Battling Backlighting...Do you ever have the problem when everything in the foreground suddenly turns dark as the camera adjusts to the bright sky or light streaming in through an open window? This happens when a brightly lit background enters the frame. The camera sets its exposure according to the light coming into the lens. When the background is brightly lit this will underexpose the subject and cause that silhouette effect.

There are three basic ways to combat backlighting:

1. Use lights to add illumination to the subject. This will add light to the subject and offset the background illumination.
2. Set the exposure on your camera. Locate your camera's exposure control and set it to about +1 or +1.5.
3. Avoid this type of lighting all together, keep your back to the sun or close the shades.

Thank You to All of Our Donors

SPMC would to extend a special thank you to our donors and volunteers for making 2010 a successful year full of changes.

Thank you for appreciating the power of local television. If you would like to make a tax deductible donation to help support SPMC and its programs please mail the form below and your donation to:

Donation Levels

Contributor	Under \$100
Friend	\$100 - \$499
Director	\$500 - \$999
Producer	\$1,000 - \$4,000
Executive Producer	Over \$4,000

*Donor names appear on our electronic bulletin board for one year.

I would like my gift of \$ _____ to support...

Parents of KIDS-4

Support funds for the KIDS-4 program.

Friends of KIDS-4

Support local programming for the community of Sun Prairie.

Pam Steitz Scholarship Fund

This scholarship supports the enrollment funds for children within the KIDS-4 program.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Name as it is to appear on Electronic Bulletin Board _____

Do not list my name as donor

In memory of _____

Make checks payable to your fund of choice & mail to:

PO Box 421, Sun Prairie, WI 53590

SUN PRAIRE MEDIA CENTER

1350 Linnerud Drive, Suite 2
Sun Prairie, WI 53590



t: 608.837.4193
f: 608.555.5555

staff@sunprairiemediacenter.com
www.sunprairiemediacenter.com

CALENDAR

JANUARY

- 17 - SPMC Closed/No Crew
- 20 - No Early Release
- 24 - Parents of KIDS-4 Meeting
(6pm, Sun Prairie Media Center)
- 31 - Penny Wars Begin!

FEBRUARY

- 9 - KIDS-4 Potluck
(5:30pm, Library Community Rm)
- 14-18 - KIDS-4 Parent Week
(bring your parent to KIDS-4)
- 25 - Penny Wars End
- 28 - No School/No Crew

MARCH

- 14 - Parents of KIDS-4 Meeting
(6pm, Sun Prairie Media Center)
- 28-31 - Spring Break/No Crew

APRIL

- 1 - Last day of Spring Break/No Crew
- 11 - Parents of KIDS-4 Meeting
(6pm, Sun Prairie Media Center)
- 22 - SPMC Closed
- 25-29 - Last Week of Crew!

FACEBOOK & TWITTER!

Get updates on upcoming programs, reconnect with past KIDS-4 crew members and stay connected with what's happening at Sun Prairie Media Center. Make sure to check out our "Events page" to see what SPCA-TV is planning for the future.

Visit our Facebook page at:

<http://www.facebook.com/spcatv>

Follow us on Twitter at:

<http://twitter.com/spmediacenter>

facebook

twitter

KIDS-4 APPAREL

Order your KIDS-4 sweatshirt and stay warm all winter while out taping community events! Go to our website to order online:

www.sunprairiemediacenter.com/sweatshirtrequest.php

Or talk to any one of the staff and we'll have one ordered for you. Choose from either a full-zip or no zip hooded sweatshirt. Also, remember to get the 2010-2011 Crew T-shirt before the crew year is over.

