



July 7, 2009

SNCAT community TV moves to new Reno studio

BY FRANK X. MULLEN JR.

fmullen@rgj.com

Les Smith, executive director of Sierra Nevada Community Access Television, looked around the vacant space that this month will become SNCAT's Meadowood Mall headquarters and considered the possibilities.

The new studio has a 15-foot-tall green screen for background projections, the "great room" can serve as a movie theater, a radio studio is on the second floor, editing bays and offices ring the main rooms, the bathrooms/dressing rooms have mirrors surrounded by lights and the whole 6,000-square-foot facility is rigged for broadcast cables.

"It's just perfect for us," Smith said. "You could not find a better place to do community access television."

SNCAT, which has made it possible for Northern Nevadans to broadcast their messages for nearly 20 years, is moving to increase accessibility, visibility and services, he said.

Long known for broadcasting government meetings, the station plans to get back to its roots as an educational and community TV and radio production center.

Smith said SNCAT now will be able to host concerts, live broadcasts and seminars, offer classes in Web development and television production and offer the public access to a first-rate TV studio to produce shows.

"It's a gain for the entire community," Smith said. "In this new facility, we will be able to provide better opportunities and training for future generations of broadcasters. Staff will help Nevadans produce higher quality programming that reaches a larger audience through Channel 16 and our Web site."

He noted that the station has received a \$96,000 grant from Nevada Works to train unemployed adults in a variety of technical skills to help them find jobs.

David Butler, who last year won an International Academy of the Visual Arts Communicator Award for his documentary "United Blood Services," said the new building is a "watershed event" for volunteer producers and those who want to learn the broadcast business.

Butler, a Federal Aviation Administration training program manager for the Reno Flight Standards District Office, also has produced shows and educational safety DVDs on the Reno Championship Air Races. He said the glass wall of the new studio, which faces a main mall hallway, is a metaphor for public access television.

"SNCAT is important as the crucible giving individuals and the community opportunities to transmit items, thoughts and feelings to the general public," he said.

"Anyone can get involved in producing programming. The studio will give people a real hands-on experience."

Additional Facts

SNCAT

All community-based programming aired on Charter Digital Cable Channel 16 is available free as video on demand at www.SNCAT.org and streams live. The station is moving from Kietzke Lane to the Meadowood Mall this month, but there will be little interruption in the broadcast schedule. Details:

Channel 16 and
www.SNCAT.org

DETAILS

The center, which was renovated for a previous tenant at the cost of \$1.6 million, features:

- Space for concerts, seminars and live broadcasts in the new studio.
 - A 15-foot-tall green screen wall will make it possible for staff to create virtual 3-D environments for film and video production.
 - Classroom space for Web development and television production.
 - Five new Macs and five new PCs with Adobe Creative Suite, Final Cut Pro and animation software for students and the public to use.
 - Space available for public events, conferences and seminars.
 - A TV studio, a radio studio, offices and conference space, computers for classes and public access producers, wrapped in floor-to-ceiling glass walls.
-