

ACTO8

local public service television directory

LOCAL TV FRONTLINE ISSUE

**Presentations from the
BORDERS LOCAL TV BRIEFING**

The Freeview Parlour Game

Scottish Consumer Council

DIGITAL SWITCHOVER &

CONSUMERS IN SCOTLAND

... and in *ENGLAND*: go on ...

VOTE Local 

ACTO is an advisory committee of local television organisations working alongside the Institute of Local Television. **ACTO**'s initial objective is to share information supporting the introduction of local digital terrestrial television as an independent form of local public service broadcasting.

ACTO was established in 2003 by local television members of the Community Media Association to focus on the introduction of local digital terrestrial television services - or 'local DTT'.

Through the Institute of Local Television **ACTO** is represented on **Open Channels for Europe!** the organisation representing European local and open channels in exchanging information on European practice and in negotiation with the European parliament on small-scale TV provision.

Personal and institutional affiliation to **ACTO** is by a small annual subscription (see page 19) entitling subscribers to copies of Institute of Local Television research and reports as well as to **ACTO** directories. Subscribers also receive early announcement of local TV conferences, forums, workshops and are offered networking and support with submissions to regulators and government as well as encouragement with local-tv related activities.

ACTO - local public service television directory - encourages local lines of research and documentation and promotes publications which support a wide public engagement with small-scale local TV.

This is the eitheenth edition of the **ACTO - local public service television directory**.

ACTO back issues can be downloaded from www.maccess.org.uk/members/ilt.html

WEBSITES

For information:

on local and community TV in Europe: www.obs.int/db/persky/eu.html

on community TV channels worldwide: www.openchannel.se/

UK's Community Media Association: www.commedia.org.uk/

UK examples of local and community TV programmes:

www.showcase.commedia.org.uk/

website of NvTv Belfast's Local TV Channel: www.nvttv.co.uk

Public Voice is the leading voluntary sector coalition campaigning for citizens' interests in communications policy and regulation:

[www.politics.co.uk/campaignsite/public-voice-\\$3436683.htm](http://www.politics.co.uk/campaignsite/public-voice-$3436683.htm)

Ofcom - the UK's independent regulator and competition authority - site includes sections on codes, guidelines and consultations: www.ofcom.org.uk/

..... provides an extensive catalogue of consultations and reports - for background to local TV look out the public service broadcasting consultations Phase1-3 and you can join the Ofcom email list for updates on future consultations and publications

inter-ACT!#5 media activism in South Korea. You can subscribe to this regular

English language newsletter at <http://lists.riseup.net/www/info/inter-act>

Institute of Local Television www.localtvonline.com/ shared with The Broadcasting Trust, website lists publications, provides background papers, illustrates local TV DVDs, 2.4 Ghz TV studies

Ofcom's spectrum dividend review consultation

http://www.ofcom.org.uk/media/news/2005/11/nr_20051117

BORDERS LOCAL TV BRIEFING hosted by Dumfries & Galloway Council on the 24th April

Edited extract from the Welcome by Councillor Tommy Sloan, Convenor of Dumfries and Galloway Council.

I am very pleased to be able to welcome you to Dumfries and Galloway for today's conference. Everywhere around us we see daily examples of how new technology is pushing us forward into new, and, for many, uncharted waters. It should come as no surprise to any of us, then, when we hear that it has been decreed that we should "go digital" as far as television is concerned.

We should not be surprised that the Border ITV region has been chosen to be the first where the analogue television will be switched off, late in 2008, early in 2009.

Of course, there will be very good reasons why we SHOULD switch over to digital television. The first is that digital television channels take up a lot less of the available spectrum than do analogue signals. This means that the existing channels only take a fraction of their previous spectrum requirements. In turn, there is a huge spectrum "dividend" which can be used to create many new channels, improve and uprate the current digital signals and provide new services like interactive teletext and television broadcasting to mobile phones.

The digital television revolution involves uprating and re-equipping the thousand plus main transmitters and all the relay stations throughout the UK. This is a massive task, one which is easier in the Borders than elsewhere because there are fewer main transmitters than average (just two main transmitters in our region, at Selkirk and Caldbeck). The equipment for these changes has already been ordered and work is getting underway. And therein lies the reason for today's conference.

Local television broadcasting faces a window of opportunity to develop nationwide. To date, interest in truly "local" local broadcasting has been slim, with only relatively small experimental broadcasting stations having been set up for short periods of time.

Local television is just what it says on the tin. Local television content developed for local people by local people. Technology-wise there has never been a better time to start up a local television company. The infrastructure required is now minimal and the capital costs are low. Camera technology is getting smaller all the time.

The advent of DTT (Digital Terrestrial Television) will allow new services to be provided, such as tv broadcasting to mobile phones. Interactive digital television through touch screen menus cannot be far behind. When that day dawns, I can foresee local and national government hovering around the light like moths. Unfortunately, we cannot yet see what benefits digital television might present to us, so we are not in a position to get enthusiastic about it.

But just imagine what we would all do if digital television allowed us to present service information directly to all our residents in their own homes, I'm sure local authorities and government departments will see the possibilities straight away.

Unfortunately, we may miss the boat, because if we are to have local digital terrestrial television, we need to reserve enough spectrum to provide a "national carrier channel" for the delivery of the local signals now. If we don't press the government to include a requirement for this "carrier channel" at switchover between 2008-2012, it seems likely that the necessary spectrum will not be reserved – it will be sold to the

highest commercial bidder - and local television, whether commercial or public-service based, will wither before it has a chance to grow.

Today, you must consider whether you are prepared to allow this to happen. It may be one of very few opportunities we have to make an impression. I hope you enjoy a useful and constructive discussion and have a good day in Dumfries.

BRIEFING INTRODUCTION

John ASKEW, Head of Communications Scottish Borders

In their study on the economics of local digital audio-visual and interactive services the consultants Spectrum identify a number of factors affecting 'the potential development of digital local services' some of which 'are not yet well understood, notably the economics of local services, the likely demand for such services in a digital media environment, and technological and commercial issues (e.g. what the optimum platforms are for delivering these kinds of services).'

The objective of Spectrum's analysis was to provide economic and financial evidence to help inform Ofcom and 'the Government's thinking about the relative advantages and disadvantages of alternative ways of providing local services.' Spectrum conclude 'it is important to state that from each content category, from user generated, to local news and originated content, we have been able to construct realistic scenarios in which the services could be delivered sustainably. This suggests that, whatever particular content mix public policy objectives dictate that local services must carry, there will be circumstances in which the services can be delivered profitably and by a sustainable model'.

The objective of this Borders Local TV Briefing is to examine in greater detail appropriate models for Local TV for the three counties and regions of the Borders in which digital terrestrial TV launches in 2008 - to help reach consensus on the best way forward for Local TV for this part of the UK.

Local TV as favoured by the regulator Ofcom has 'public purpose'.

Of course a public role can only be realised if all households are able to receive and potentially to contribute. Some households might choose not to take Local TV - but the Local TV sector, local government and regulator alike believe that reception for all needs to be possible. Recently Steve Perkins of Ofcom reaffirmed this writing 'there are no no go areas' for Local TV.

So if Local TV is not to be viewed as another city or metropolitan option, how can it be made to work and how might it make a contribution in the less well connected rural and sparsely populated areas?

The potential digital television platforms are:-

- broadband - line as well as wireless
- broadband to TV known as 'IPTV'
- terrestrial digital TV, offering Local DTT or Local Freeview
- cable, and satellite

We can remove cable from our list for Cumbria, Scottish Borders and Dumfries & Galloway - though cable could provide capacity to some homes in Carlisle. Cable is not a universally available digital platform here and there are no plans for cable to expand.

Satellite on the other hand is universal in its coverage - but it is also extremely expensive costing £500k per annum to rent a channel - a channel whose signal will be seen across northern Europe whether it is local or not. Broadband is a real prospect - both in the form of broadband for computer and as IPTV or broadband delivering programming to the TV. Digital terrestrial TV, also known as DTT or Freeview is also a good prospect.

[Further Briefing presentations will be reprinted here and in later editions of ACTO]

BORDERS LOCAL TV BRIEFING

Programme

Monday 24th April 10.30am to 4.00pm, Council Hall, English Street, Dumfries

WELCOME

10.45 Councillor Tommy Sloan, Convenor, Dumfries & Galloway Council

LOCAL TV TO THE HOME

Facilitator: John Askew, Scottish Borders Council

11.00 **Broadband and Wireless Network**, David Byers, Scottish Enterprise, Dumfries & Galloway

20.20 **Council Local TV on Broadband**, Cathie Russell, South Lanarkshire Council

Q&A

11.45 Coffee/Tea

12.00 **Local TV with Digital Switchover**, Dave Rushton, Institute of Local Television

Q&A

LUNCH with LOCAL TV SCREENING & DEMONSTRATION

1.00-2.00 Over lunch: Screening Programming from Scottish Local TV channels and community based producers and demonstration of Community and Local TV solution - Steve Gaston, RU International

BROADCASTING WITH PUBLIC PURPOSE

2.00 **Council Supported Programming & Training**, Graeme Campbell, MiMAC

2.30 **Community Programming**, Joel Venet, Pilton Video

PROGRAMME FUNDING PANEL

3.00 Cathie Russell, Joel Venet, Graeme Campbell

Q&A

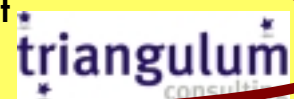
3.20 **Grant & Production Case Studies** – Dave Rushton

Q&A

3.40 **STRATEGY & DEVELOPMENT PANEL**

Facilitator: John Askew, Scottish Borders Council

**To discuss setting up a LOCAL TV BRIEFING in your area
contact Tana McPhee at TRIANGULUM on 0131 558 3431
or tana@talktalk.net**



GO ON - VOTE LOCAL TV!!

Cllr Marcelle Lloyd-Hayes (Herefordshire)

I would encourage and view a local TV channel to share information

Marion Campbell (Herefordshire)

A real opportunity for young people to provide information about events and issues that are important to them and integrate into the wider community

M A Yarranton

I think it's a great idea to have a local tv channel

Jackie Carey

I do not think the Local TV station should necessarily be a BBC station. I think that the government should fund local providers to run the station. The BBC has already 'taken over' local news on the web via BBC Online and do it very badly in places, and we should guard against the risk of the same happening with Local TV

Nicholas Thomson

Local TV is a great opportunity for regional talent to get involved, especially for graduates of Film/TV and other media-related courses. It's an opportunity to provide TV with a local flair, which focuses on local issues which are important to the people of that area. Why should TV be restricted to London? The whole country is filled with talented and willing individuals - sooner or later local TV will come to pass, just like in America, let's make it sooner.

Joe Heaven

I remember I predicted local IPTV to a colleague around five years ago over coffee. It's about time it happened. It's an empowering tool, bringing a voice to people who otherwise might not have one. I am 100% behind any initiative to put such systems in place.

Melanie Denning

I have just undertaken a local film for my local TV project and really enjoyed making it and think more local films should be made and seen.

Andrew Harris

The license fee should be ring fenced and a proportion should be distributed to community groups that are free of BBC involvement

Chris Brooke

Local television is vital in drawing communities together. Television could be a vital social tool rather than shallow and detached like it is now.

Chris Haydon (Southwarktv)

I believe passionately in the possibilities of broadband but see the value of local TV too.

David Crossman

Local news is important to me

Jabbar Karim (Radio Asian Fever)

We support the ethos of local TV, it will give great opportunities to the local community to dabble in all aspects of TV.

To support the **CAMPAIGN for LOCAL TV** register your thoughts on and sign the e-petition at

<http://commentonline.co.uk/survey/index.htm>

e • PETITION

ARE THESE EXTRA QUIZ AND SHOPPING CHANNELS THE ONLY 'DIGITAL CHOICE'?

To 'ADD' local TV - just 'DROP' one or more of the following 'switchover' - the digital TV parlour game

Drop Out from Digital

bbc1	1
bbcone	1
bbctwo	1
bbcthree	1
bbcfour	1
4	0
itv1	11
itv2	1
itv3	111
five	11
sky 3	11111111
ukhistory	11
Ftn	1111111
Abc 1	11111111 1
yooplay	11111111111111
mm	1111111111
4e	1111
4e+1	111111
quiz call	1111111111111111
itv4	1
more4	111111
itv news	1111
itv4	1
teleg	11111111
s4c	11111111
s4c2	11111111
cbeebies	1111111
cbbc	1111
thehits	11111111
tmf	1111
ukbrightideas	1111111
bbcnews24	1
bbc parliament	11
teletext	111
skynews	111
skysportsnews	1111
uktv	1
idealworld	111111111111
qvc	1111111111111111
community chan	111
bidtv	1111111111111111
price-droptv	1111111111111111
teachers tv	11
local tv	0

Results from a game played with staff, councillors and local Press at a council reception from the digital switchover front line.

Everyone is dealt a card showing all the Freeview channels plus a logo for a 'Local TV Channel' – and asked which if any would they drop to ensure there was capacity for Local TV here?

Well, Yooplay, didn't do well – crossed out by 60% of our (red) sample. Quiz Call too 'not wanted' in 65% of potential homes while bidtv and QVC were scratched from 90% of the responses. Typically ten channels were scratched from each card

Not exactly scientific – but an interesting prospect for Local TV with the English council elections in May and the Scottish Parliamentary elections also coming before digital switchover in 2008. Let the voters choose.

So there we are. When we do get to vote on which - if any - national channels need to go to make way for Local TV – a decision the digital technology lets us make differently for each main transmitter site - it looks like the citizen-consumer already has a fair idea of what to remove. So loads-a-spectrum after all!

The game was then played (black figures) with community, media and educational delegates from across the UK at the CLC Conference, London in January.

Local TV - your only digital choice



DIGITAL TV SWITCHOVER AND CONSUMERS IN SCOTLAND — THE TO-DO LIST

Trisha McAuley, Scottish Consumer Council, at VLV and RSA Meeting, Edinburgh

Good afternoon everyone and thank you to the Voice of the Listener and Viewer and the RSA for giving me the opportunity to speak here on behalf of the Scottish Consumer Council. My presentation, which will of course be delivered from the consumer perspective, will set out where we are at present on preparing for digital switchover (or DSO), and what else we need to do to make it work for consumers in Scotland.

So where have we got to on the checklist?

Public Awareness of DSO

I think we can safely assume that DSO is now firmly embedded as a key public policy issue going forward, that it is filtering into the public consciousness as something that will happen, and that more and more of us are recognising that it will have a direct impact on us. Digital UK's pre-Christmas survey¹ at the end of last year revealed a UK awareness level of 65%. So — much more to be done but an encouraging start.

Focus on the Borders

Again, as the first region to undergo switchover, I think it is fair to say that there has been a promising flurry of activity in the Borders TV region and a recognition of the need to get it right first time. The same survey that I mentioned earlier showed a significantly higher level of awareness in the Borders i.e. 74%.

UK Local

We are encouraged by dialogue and joint action between those responsible for driving switchover at UK level and those stakeholders at local level who will play a key role in making switchover successful in the Borders region.

Targeted Assistance

And we asked for and, as a result, will have in place a targeted assistance scheme for those who might need financial support.....but more about that later.

Information

If it is to succeed, DSO will be absolutely reliant on the quality, relevance and timeliness of consumer information. Once again, there has been a very good start with what appears to be a significant level of investment in producing recognisable and easy to read information, developing as part of a clear and committed communications campaign.

Costs

And thanks to Ofcom, we have an independent analysis of the cost implications for consumers².....but more about that later too!

DIGITAL UK

Connections and Profile

Digital UK has got off the ground running, ventured over the Border with greater alacrity than many other London-based entities, and has made a welcome effort to engage with stakeholders and raise its profile. This momentum must be maintained.

Consumer Research — Quantitative

And just when I was on the point of saying to them — your efforts will fail if you don't

have a robust base of research evidence on the views of consumers in the Borders, lo and behold, they produce the quantitative consumer research data that I referred to earlier.

Consumer Research — Qualitative

And then when I thought, well these basic population statistics need to be complemented by qualitative, targeted research on the needs of vulnerable consumers in the Borders, Digital UK announces its plans to undertake a pilot to do just that. So, very well done.

Local Presence

And Digital UK is in the process of appointing a Regional Manager, to be based in the Borders. This is a very welcome development. But how thinly will this person need to spread themselves to cover all the corners and each of the eventualities?

Local Action

Building on all of this, it is clear to see that Digital UK is committed to being alive and active in the Borders TV region, and pro-active in its remit to deliver DSO for all.

Local Connections

This has been demonstrated by the commitment to establish a Regional Advisory Council in the Borders region, made up of local stakeholders, to advise Digital UK on how best to help everyone in the region switchover, with a focus on the more vulnerable people in the community.

THE MISSING LINKS

So, all in all, a good start. But I know everyone will agree that we have a long way to go and what follows is our checklist for what else needs to be done to make DSO work for consumers in Scotland.

CONSUMERS

Defining Affordability

We are extremely concerned that the government has underestimated the numbers of people who will face problems making the switchover. And that leaves the "targeted assistance scheme," as it is at present, at risk of failing many of those most in need.

For instance, the scheme restricts help to households where someone is over 75 or has a significant disability. But help is free only to people in these groups who claim certain benefits. This will leave many others on low incomes struggling to pay for the equipment or who, while not disabled, may find it difficult to cope with the new technology.

This is an assistance scheme that is actually not targeted, based as it is on very broad criteria. Its scope must be based on need and actual ability to pay.

And I worry about some comments made that suggest a view that having a TV is not that essential, or that people on low incomes like to spend more of their money on posh TVs than they do on basics. How insulting. Access to an effective communications market is an economic and social lifeline and a necessity if people are to participate in modern society. The Ofcom report on the cost implications that I referred to earlier clearly outlines how the household cost of switchover will be higher than

average for low income families, most of whom would not qualify for assistance under the scheme as it stands.

We need to have a clear consensus about how we define affordability. In England and Wales, DEFRA set 3% of household expenditure as a measure of affordability of water. If we had a similar indicator for DSO, we would be able to define affordability, calculate the number of people affected and set targets to ensure that it was achieved.

This is such an important issue and we must keep it under constant review.

And the Ofcom report reveals particular issues for consumers in the Borders TV region (and to a lesser extent those of in the rest of Scotland that will follow two years later). It shows that as result of declining equipment costs between 2008 and 2012, brought about by both technological advances and increased demand, the actual cost of switchover to consumers will fall significantly by 2012. We are, in effect, planning to leave some low income consumers in the Borders at the mercy of the market from day one. This is an issue of social policy that requires more effective intervention.

Defining Vulnerability

And even then, are we reaching out to give proper support to those who will most need it? It's not just about financial assistance. Ofcom Consumer Panel research found that the most vulnerable consumers will be those who are the most socially isolated.³ A clear issue in rural and remote areas.

Reaching the Vulnerable

The Ofcom Consumer Panel report and Digital UK itself have rightly recognised the importance of reaching vulnerable and isolated consumers through intermediaries, with a particular emphasis on mobilising help via the voluntary sector. This is certainly the key but who is going to resource the voluntary sector to enhance its already over-stretched capacity? Relying on goodwill is not enough — real capacity building requires resource investment by government.

Consumer Advice

Effective and accessible sources of consumer advice will be crucial and there needs to be a joined-up approach to ensuring that this is provided. While a direct advice line on DSO is to be welcomed it should not develop in isolation from the overall advice network in Scotland, ranging from Consumer Direct Scotland, through local authorities, Consumer Support Networks, legal advice agencies etc.

Consumer Protection

And we need to be assured that consumers are protected when things go wrong.

THE INDUSTRY

Regulation

The start has got to be an effective and meaningful approach to self-regulation by the industry where business takes the initiative to improve the situation for consumers and therefore prevents problems arising in the first place rather than after the event solutions. Not only that it can work with the grain of market forces to deliver greater benefits than the lowest common denominator approach required by law.

I am aware that some trades have codes of practice in place and of course there is the Digital UK logo. But what does this mean? Are retailers and installers accredited to certain quality standards and if they are, do consumers know? And do they have

somewhere to go if things go wrong? The industry has two years to raise its profile and re-assure consumers that it is on top of its game. This means more than a code or a logo – it means self-regulation that requires the highest standards of compliance, and an industry that polices itself and uses sanctions when necessary. Installers and retailers should be liaising with the OFT now to discuss what they need to do to achieve OFT Consumer Codes Approval.

Enforcement

The key enforcers will be trading standards department. It is interesting that Digital UK's recent guidance to local authorities did not mention the crucial role to be played by trading standards and therefore, local authorities as enforcers. They need to be alerted to the issue and they need to be resourced to enforce where needed — this may well require resources over and above what is routinely delivered if consumers are to be adequately protected.

Intervention

As the regulator, we expect Ofcom to be pro-active in intervening to ensure that the DSO public policy objectives lead the development of the market rather than the other way around.

THE BEGINNING NOT THE END

We need to remember to see Switchover as a means to an end rather than an end in itself. It is so very important that we get it right. It brings with it a range of tremendous opportunities but ones that will only work if the DSO process takes people with it and delivers in conjunction with the wider public policy agenda in Scotland.

Impact on Public Services

In Scotland we need to be fully aware of the impact of DSO on our public services — this is not just about people watching TV in their homes. There will be significant resource implications for the public estate (hospitals, prisons, schools, care homes etc) with corresponding implications for service users, and for citizens as tax payers. And of course there will be a lot required from our trading standards depts and our social work services. I don't think this has yet been fully appreciated.

Bridging the Digital Divide

We need to learn from previous experience. Our own research confirms, in line with others, that, in Scotland, the Digital Divide still exists with marked disparity among socio-economic groups regarding access to the Internet and the confidence to use it, ranging from 71% in groups AB to 29% in groups DE.⁴ We found evidence of a real lack of interest by many people in obtaining access to the Internet in the future or in believing that they had a need for it at all. And the Scottish Executive cites lack of confidence and skills in using computers as a key cause of digital inclusion.⁵

So, in spite of the real benefits that digital technology brings, when it came to PC Internet use, we missed the boat in providing disadvantaged consumers with the resources or the support to access it, and we have eminently failed to persuade many other people about these benefits.

DSO provides us with an opportunity to get it right second time with regard to the digital inclusion and digital service delivery, but only if it is done in parallel with consumer need and expectation. And the people least likely to embrace digital technology are the ones who stand to gain the most in terms of being able to access services that they were previously denied.

If we do get it right, by equipping everyone with the necessary skills and confidence we reap the potential of, among many others,

Digital Local TV Services

Inter-active Digital TV

e-government

The new Gaelic media channel

Tele-democracy

If we get it wrong, we lose out on all of this.

DSO AND DEVOLUTION

Overlapping Responsibilities

The policy responsibility for DSO being reserved to the UK parliament does not detract from the fact that it is a crucial component of the social, environmental and economic fabric of Scotland and that it permeates a range of devolved functions:

Social Inclusion

Efficient Government

21st Century Government

Economic Growth

Rural Policy

Cultural Development

THE PERSPECTIVE OF “THE NATION”

As I said at the start of my presentation, the beginning of the DSO process has begun to translate UK policy into effective regional delivery. However, devolution is not the same as regionalisation and, in Scotland...

Regional Delivery has to operate also within the Devolved Policy Environment

The perspective of the “nation” adds another layer to the equation for the reasons I’ve already outlined, and on which I’m sure Digital UK have given serious thought to.

From the consumer perspective, we expect the checklist for DSO to include the following if it is to work for consumers in Scotland:

Relationships and Connections

While recognizing that Digital UK is not a policy-making body, it will be essential for it to have clear policy relationships with the Scottish Executive and with the range of national stakeholders in Scotland.

Accountability

In relation to Scotland, Digital UK, like any other UK cross border public body will remain accountable, under the terms of the Scotland Act, to the Scottish Parliament where its activities impinge on devolved areas. This will include submission of reports and evidence, when requested by the Scottish Parliament in relation to activities in or affecting Scotland.

Policy v Delivery

In its delivery of DSO, Digital UK cannot work in isolation from local authorities and

other devolved agencies. UK policy priorities will have to be continually reconciled and assessed in tandem with those of the devolved agencies who will help deliver on these priorities.

In the light of all of this, we believe that it is imperative that Digital UK establishes.....

A National Office and Secretariat in Scotland

A Scottish Stakeholder Advisory Committee.

And in order that the interests of consumers in Scotland are protected and promoted within the UK environment, we believe that the UK government must give consideration as to how it includes...

Consumer Interest Representation from Scotland in its stakeholder engagement processes.

Notes

- 1 Digital UK, Shoppers Show Signs of Digital Preparations this Christmas, Press Release 10 November 2005
- 2 Ofcom, Cost and Power Consumption Implications of Digital Switchover, report prepared by Scitentic Generics, November 2005.
- 3 Ofcom Consumer Panel, Supporting the Most Vulnerable Consumers through Digital Switchover, November 2004
- 4 Scottish Consumer Council, Freedom of Access, June 2005
- 5 Scottish Executive, Digital Scotland, Connecting Scotland's People, September 2001

OFCOM's Public Purposes of 'Local TV'

- **To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas, with particular focus on issues relevant to our locality**
- **To stimulate our interest in and knowledge of arts, science, history and other topics, particularly those relevant to our locality, through content that is accessible and encourage informal learning**
- **To reflect and strengthen our cultural identity, particularly that based on shared local identities, through original programming at local level, on occasion bringing audiences together for shared experiences**
- **To make us aware of different cultures and alternative viewpoints, through programmes that reflect the lives of other people and other communities, especially those within our local area**
- **To support and enhance our access to local services, involvement in community affairs, participation in democratic processes and consumer advice and protection**

Digital Local, Ofcom, Jan 2006

Council Supported Programming & Training

Graeme Campbell, MiMAC - speaking at Borders Local TV Briefing 24th April

GOOD AFTERNOON, MY NAME IS GRAEME CAMPBELL AND I AM THE FILM AND MEDIA DEVELOPMENT OFFICER AT MIMAC.

MIMAC IS A FILM MAKING TRAINING, RESOURCE AND NETWORKING HUB, SERVING FIFE AND THE SURROUNDING AREA. WE ARE PART OF FIFE COUNCIL COMMUNITY SERVICES AND SIT WITHIN THE THEATRE AND ARTS SECTION.

WE EXIST BECAUSE WE BELIEVE THAT HOLLYWOOD IS NOT SOME DISTANT CONCEPT THAT LIES BEYOND THE HORIZON, BUT LIVES AND BREATHES WITHIN OUR OWN VILLAGES, TOWNS AND CITIES.

HOLLYWOOD DOMINATES THE GLOBAL MOVING IMAGE LANDSCAPE BECAUSE THE AMERICAN FILM AND TELEVISION INDUSTRY CONTROLS THE MEANS OF PRODUCTION FROM PROGRAMME MAKING TO PROGRAMME DISTRIBUTION. IT IS SOMETHING THEY DO VERY WELL AND IS WHY, AMERICAN CULTURE AND LIFE ARE SO FAMILIAR.

BRITISH TELEVISION IS WELL RESPECTED BUT THE FILM INDUSTRY HAS TRADITIONALLY STRUGGLED. WITHIN SCOTLAND, WE HAVE ALWAYS BEEN UNDER REPRESENTED IN BOTH FILM AND TELEVISION. AS A RESULT, THE WORLD HAS NEVER REALLY SEEN OUR OWN RICH CULTURE OF STORIES, PLACES AND PEOPLE, AND WHAT IS REFLECTED BACK TO US, HAS A NARROWNESS, WHICH MAY SHOW ELEMENTS OF HIGHLAND AND GLASGOW LIFE BUT RARELY, OTHER PARTS OF THE NATION SUCH AS FIFE OR DUMFRIES AND GALLOWAY.

TIME AND TIME AGAIN IN SCOTLAND I COME ACROSS ATTITUDES FROM PEOPLE WHO SHOULD KNOW BETTER, THAT DOUBT THE ABILITY OF THEIR OWN COMMUNITY TO MASTER THE RICH POSSIBILITIES OF THE DIGITAL REVOLUTION AND BECOME THEIR OWN PRODUCER OF FILM AND TELEVISION, BUT DOUBTERS ASIDE, IT IS HAPPENING AND HAPPENING AT A GROWING AND EXCITING RATE.



IN TERMS OF FIFE, PRIOR TO THE CREATION OF MIMAC, WE TOOK THE DECISION OF DEVELOPING MOVING IMAGE, NOT THROUGH THE VAIN HOPE OF ATTRACTING HOLLYWOOD BY SELLING OURSELVES AS A TARTAN SHORTBREAD TIN FANTASY, BUT BY INVESTING IN OUR OWN PEOPLE, BY PROVIDING THE MEANS FOR THEM TO PRODUCE THEIR OWN FILM AND TELEVISION THROUGH THE NEW DIGITAL TECHNOLOGIES.

THIS WE DID BY SETTING UP A MOVING IMAGE MEDIA ACCESS CENTRE, MIMAC FOR SHORT IN 2002.

MIMAC SERVES AS A CENTRAL HUB FOR MOVING IMAGE IN THE AREA BY NOT ONLY ACTING AS A FIRST POINT OF CONTACT FOR COMMUNITIES WISHING TO LEARN AND PRODUCE MOVING IMAGE PROJECTS BUT ALSO AS A SUPPORTING RESOURCE FOR SCHOOL, COLLEGE AND UNIVERSITY STUDENTS WISHING TO DEVELOP AND ENHANCE THEIR MOVING IMAGE PORTFOLIOS, FOR FURTHER STUDIES AND EVENTUAL EMPLOYMENT. IN ADDITION TO THIS THE GROWING INDUSTRY OF FREE LANCE

PRACTITIONERS IN THE COMMUNITY AND BROADCAST SECTORS, USE MIMAC TO ACCESS SPECIALISED TRAINING AND EQUIPMENT.

THE MIMAC RESOURCE IS BASED AROUND DIGITAL VIDEO. IT IS PORTABLE, AFFORDABLE BUT ABOVE ALL, OF A QUALITY THAT IS BROADCASTABLE. THAT RESOURCE CONSISTS OF DIGITAL CAMCORDERS INCLUDING HIGH DEFINITION AND DIGITAL EDIT SUITES RUNNING VIDEO EDITING, EFFECTS AND SOUND PROGRAMMES. WE HAVE A SMALL CORE STAFF ON THE COUNCIL PAYROLL, IN ADDITION TO EMPLOYING A TEAM OF FREE LANCE FILM MAKERS, ANIMATORS AND MOVING IMAGE SPECIALISTS FOR SPECIFIC PROJECTS. FROM THIS MODEST RESOURCE WE CAN DELIVER MOST MOVING IMAGE PROJECTS.

I'LL NOW PRESENT A SNAP SHOT OF THE TYPE OF PROJECTS WHICH MIMAC DELIVERS.

BECAUSE OF THE SPREAD OR RATHER LACK OF SPREAD OF BBC AND ITV COVERAGE IN SCOTLAND, MANY REGIONS TEND TO GET MISSED OUT UNLESS SOMETHING HIGHLY DRAMATIC AND PROBABLY NEGATIVE OCCURS, SUCH AS THE SMALL FIFE FISHING VILLAGE OF CELLARDYKE BEING BOMBARDIED WITH WORLD NEWS CREWS RECENTLY, THANKS TO A DEAD BIRD FOUND ON THE HARBOUR. THE COVERAGE TENDS TO BE CLICHED AND LACK DEPTH, PARTIALLY BECAUSE THE BROADCASTERS PARACHUTE IN AND PARACHUTE OUT WITH NO REAL UNDERSTANDING OF LOCAL ISSUES. HAD LOCAL TV BEEN ACTIVE IN THE AREA, THEN CERTAINLY, LOCAL PROGRAMME MAKERS COULD HAVE COVERED IT TO THE SAME QUALITY BUT PROBABLY IN MORE DEPTH, THAN THE LONDON BASED MEDIA ORGANISATIONS. THE STORY WOULD PROBABLY ALSO HAVE BROKEN A WEEK EARLIER AS THE LOCAL PRESS WERE ON TO IT.

OPPORTUNITY IS KEY TO WHAT MOVING IMAGE CAN DELIVER IN THE COMMUNITY SPHERE. EXCLUDED GROUPS CAN FIND IN THE MOVING IMAGE EXPERIENCE, A CONFIDENCE WHICH CAN BREAK A CYCLE OF DESPAIR AND OPEN UP EXCITING NEW HORIZONS. MY NEXT CLIP IS A DRAMA CALLED CARELESS. THIS WAS PRODUCED BY A GROUP OF YOUNG PEOPLE, ALL WITH EXPERIENCES OF FOSTER CARE. OUR SOCIAL WORK SERVICE APPROACHED US, BECAUSE THESE YOUNG PEOPLE WANTED TO TELL THEIR STORY THRU A FILM, BUT NOT THRU SOME 'STREET JIVE' FLASHY POP VIDEO, BUT THRU A REAL MOVIE SHOT ON LOCATION WITH THEM AS CAST AND CREW.



CARELESS ACHIEVED MANY OBJECTIVES. FOR THE SOCIAL WORK SERVICE, IT WAS A WAY OF GETTING PROFESSIONALS TO DEAL WITH THE FUTURE OF FOSTER CARE. FOR TWO UNIVERSITIES IT BECAME A TEACHING AID BUT FOR THE YOUNG PEOPLE IT OPENED UP A NEW WAY OF EXPRESSING THEMSELVES, OF LEARNING NEW SKILLS AND FOR THREE OF THE GROUP, ACTING AND VIDEO PRODUCTION COURSES AT COLLEGE.

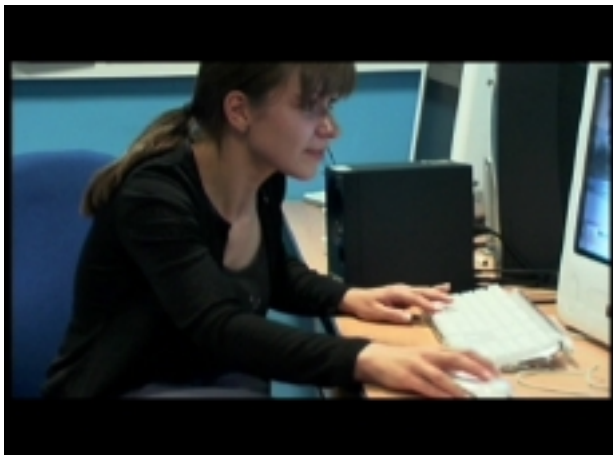
WITHIN EDUCATION, MOVING IMAGE PROJECTS CAN NOT ONLY PROVIDE A NEW AND STIMULATING ARTFORM FOR CHILDREN TO ENGAGE WITH, BUT THERE IS GROWING ACADEMIC RESEARCH FROM SUCH ORGANISATIONS AS THE GENERAL TEACHING COUNCIL, THAT THE SKILLS LEARNED IN THESE PROJECTS HAVE POSITIVE EFFECTS ON STANDARD CURRICULUM SUBJECTS.

THE NEXT CLIP IS FROM A SCHOOLS ANIMATION PROJECT, WHERE THE CHILDREN DEVELOPED A STORY IN CONJUNCTION WITH THEIR FRENCH LESSONS AND THROUGH

WORKSHOPS, BUILT SETS AND MODELS AND MASTERED DIGITAL VIDEO ANIMATION.

INCREASINGLY MIMAC WORLD'S OF COMMUNITY BASED FILM MAKING IS MERGING WITH MAINSTREAM BROADCASTING. THIS WILL BE ILLUSTRATED BY THE NEXT CLIP WHICH TELLS A FASCINATING AND RELEVANT STORY IN TERMS OF LOCAL PROGRAMME MAKING.

MIMAC SUPPORTS AROUND 200 MEMBERS. THESE RANGE FROM FILM STUDENTS AND WHAT IS LOOSELY CALLED INDEPENDENT OR LOW BUDGET FILM MAKERS, SHOOTING DOCUMENTARY, DRAMA, ANIMATION AND SOMETIMES EXPERIMENTAL. ALSO INCLUDED ARE INDIVIDUALS WHO WISH TO ENGAGE, THEY MAY HAVE A STORY THEY WANT TO TURN INTO A FILM BUT DON'T KNOW WHERE TO BEGIN OR VOLUNTARY AND COMMUNITY GROUPS WHO WISH TO PRODUCE VIDEOS ABOUT THEIR LIVES, CAUSES AND CONCERNS.



WE SUPPORT ALL THROUGH A STEPPING STONE TRAINING PROGRAMME RANGING FROM BEGINNER TASTER SESSIONS, INTRODUCTORY WORKSHOPS AND ADVANCED SHORT COURSES. ALL ARE ENCOURAGED AND HELPED TO ACCESS OUR EQUIPMENT RESOURCE TO PRODUCE THEIR OWN VIDEOS, DVD'S ETC. WE CAN MATCH WRITERS WITH CAMERA PEOPLE, ACTORS WITH LOCATIONS AND EDITORS WITH MUSICIANS. AND THROUGH OUR MONTHLY SCREENING EVENT AND ANNUAL FILM FESTIVAL FIND AUDIENCES AND INSPIRATION FOR FUTURE PROJECTS.

ROBIN MITCHELL IS ONE OF OUR MEMBERS AND HE TOOK AN IDEA ALL THE WAY TO ITV. I HAVE ONLY TOUCHED ON SOME OF THE WORK THAT MIMAC DOES, BUT I WOULD SUGGEST THAT IF WE ARE ABLE TO DO THIS IN A REGION OF SCOTLAND WHICH IS NOT IN THE MEDIA MAINSTREAM, ON MODEST RESOURCES, THEN THE REST OF THE COUNTRY CAN ?

THE SITUATION THOUGH IS NOT PERFECT, FOR ALTHOUGH WE CAN PRODUCE, DIFFICULTY LIES WITHIN DISTRIBUTION AND THAT IS WHY LOCAL TV IS SUCH A CRUCIAL DEVELOPMENT.

MIMAC ALONG WITH PILTON VIDEO IS PART OF MEDIA ACCESS PROJECTS SCOTLAND AND WE ARE CAMPAIGNING FOR MORE SUPPORT FOR THIS SECTOR INCLUDING SUPPORT FOR REGIONS THAT DO NOT HAVE MEDIA ACCESS PROJECTS, SO I AM DELIGHTED TO BE ABLE TO LEND SUPPORT TO BORDERS MEDIABASE, WHO ARE HERE TODAY AND PLANNING TO LAUNCH SHORTLY.

SO AS THE DIGITAL REVOLUTION GATHERS PACE, WE HAVE AN UNIQUE OPPORTUNITY TO EMBRACE IT FOR THE CULTURAL MEDIA RIGHTS OF OUR CITIZENS, FOR OUR OWN ECONOMIC PROSPERITY AND FOR US TO SHOW THE WORLD WHO WE ARE AND WHERE WE ARE GOING. WITHIN THAT LOCAL TV HAS A CRUCIAL ROLE TO PLAY. THANK YOU.

Local TV and digital switchover provide a major opportunity to redistribute the social and economic benefits of broadcasting across the UK in creating upwards of 240 local scale TV channels. These will provide employment closer to the centres of media and journalism training, local news where it is relevant and local programmes that address community needs and aspirations. Dave Rushton, Director, Institute of Local Television, at Television from the Nations and Regions: The Promised Land, the future of television outside London, January 2006.

LOCAL TELEVISION PUBLICATIONS and DVDs **from the Institute of Local Television**

Two Volumes of DVDs each bound with a written introduction outlining the development of Community Television from the 1970s to the present day.

VOLUME ONE looks at European traditions which influenced the development of labour movement filmmaking, later community cinema and community cable TV in the UK - £25.00 inc p&p

COMMUNITY TELEVISION 'KEY TEXTS' VOLUME ONE: *DEADMEN ECHO* (1982) Montage from the (mostly silent) workers' films of the 1930s incorporating clips from various archives with a spoken analysis. *EUROPEAN MEETING OF LOCAL TELEVISIONS* (1991) Council of Europe meeting on local and community TV. Examples from Germany, UK and Netherlands with a valuable analysis of community television by Nick Jankowski. *OPEN CHANNELS FOR EUROPE* (1999) A compilation of short Hi-8 videos on some of the different approaches to community and access TV to be found in Germany, Sweden and Israel.

VOLUME TWO explores recent local terrestrial TV examples and the emergence of a local public service after the introduction of the UK's restricted services licences in 1997 - £25.00 inc p&p

COMMUNITY TELEVISION 'KEY TEXTS' VOLUME TWO: *CAPITAL NEWS* (1995) Supported by The Scotsman, Capital News was a broadcasting project involving students from local universities and colleges in setting up and running a local TV news studio. Held to coincide with the Edinburgh International Television Festival, the Government's Department of National Heritage stopped the broadcast just moments before it was due on air. The project continued - 'broadcasting to tape' - providing evidence to help convince regulators that local television offered a real alternative to regional television news. *TOUBIE JACK'S CHANNEL SIX SHOWREEL* (2001-2002) On small budgets the local TV services, Edinburgh Television and Channel Six Dundee differentiated themselves very clearly in their short-form programming, commercials, TV graphics and logos. Toubie Jack's showreel demonstrates that high production values can be achieved from basic desktop computers and software. *e-tv ABERFELDY* (2002-3) A field trial of a low-cost licence-exempt neighbourhood TV technology which ran from September 2002-October 2003. Here, King Alfreds College filmed interviews and presentations from the Community TV Forum held in Aberfeldy in September 2002.

The Pocket LOCAL CHANNEL ATLAS (Scotland) ISBN: 1 899405 05 4. The 'add/drop solution' explained. The terrestrial Local TV option proposed by ACTO and described in Ofcom's Digital Local as "the most consistent and convenient solution and potentially offers the widest reach for Local TV of all the terrestrial options." Add/

drop explained and applied to delivering Local TV throughout Scotland (2005), £9.00 inc p&p 40gs.

The 2nd Pocket LOCAL CHANNEL ATLAS (Scottish Borders, Cumbria, Kent, Northern Ireland, North West) ISBN: 1 899405 06 2 £8.00 inc p&p 32 pgs.

ACTO - local public service television directories. Is the pdf directory circulated as an information resource and discussion forum on Local TV. FOC and distributed by email to over 800 readers. To 'subscribe' forward you email address. Papers from the first ten editions of ACTO have been compiled into LOCAL television REPORT.

LOCAL television REPORT - ACTO local public service television papers, ISBN: 1 899405 04 6, published by School Press/ACTO/Institute of Local Television, (December 2005), £13.50 inc p&p 144 pgs. Softback. CONTENTS I Preamble. ii Introduction. ONE Questions & Answers: Natalie White's: Questions on the Future of Local Television; Ofcom's: Assessing the Future of Local Television and Interactive Services: A Survey for Stakeholders. TWO European Background: Assessing Opportunities for Local TV Across Europe; THREE Case Histories: Triangle TV Auckland; Open Channels Germany; Open Channel Berlin; Teveline: Reality Show vs Real People; Channel Six Dundee plus Audience Research; 'e-tv' in Aberfeldy. FOUR Local Spectrum & Costs: The Add/drop Solution and Local Network Channel; How Big or Small is Local TV?; A Stab at Local TV Costs. FIVE Shifting Policies: Media Literacy, Local Licences and Local Government; God's Own Spectrum: Local TV and the Public Good; Regional Variations in Production Spend; Bigger Picture on the Smaller Screen; Valuing Local Public Service Television. SIX Nutshell: ACTO Checklist to Ofcom, April 2005.

LOCAL TELEVISION RENEWED: essays on local television 1994-2005 published by School Press for the Institute of Local Television, (August 2005). £13.50 inc p&p 112 pgs, Softback LOCAL TELEVISION RENEWED provides a vigorous critique of the political impact of public service broadcasting since 1990 and argues for two hundred plus independent local, community and municipal television channels in line with developments underway across Europe. LOCAL TELEVISION RENEWED outlines how these proposals for local TV channels can be introduced as part of digital switchover from 2008 and expanded via broadband.

LOCAL TELEVISION RENEWED is the fifth volume on local television to be published by the Institute of Local Television - published either with John Libbey, the Community Radio Association (CRA, now the Community Media Association) or on the ILT imprint: School Press.

LOCAL TELEVISION RENEWED: essays on local television 1994-2005, ISBN:1 899405 03 8, Dave Rushton, published by School Press (2005) £13.50 inc p&p 112 pgs Softback CONTENTS Preamble; Introduction; Technical Background; Virtual Reality; Vicarious and Experiential TV News; A General Theory of Spectrum; Defining the Social Geography of Local News Identity; Assessing opportunities for local digital TV across Europe; Add/Drop and the Local Network Channel. APPENDICES: A Local Television Reader; Scottish Local TV Forum Report; Some pointers for filming local TV news and short documentaries

CITIZEN TELEVISION: a local dimension to Public Service Broadcasting, ISBN: 0 86196 433 0 edited by Dave Rushton, published by John Libbey & Institute of Local Television (1993) £19.50 inc p&p 232 pgs Hardback CONTENTS PART ONE - Research & Analysis: Citizens and the Local Choice. Edinburgh Television Study, Peter Kitchenman; Cable Company Franchise Commitments, Adrian Friedli; Highways Authority Experience of UK Cable Build, Inken Schindler; Local Authority Cable Briefing, Lyndsey Bowditch;

Reading the ITC's Mapping Regional Views, Dave Rushton; Survey of Local Channels on UK Cable, 1992, Julie White; A Local Future on Cable?, Dave Rushton PART TWO - Commentary & Critique, Local Public Service Television. Making Local Work, Dave Rushton; Amendments to the ITC's Draft Invitation to Apply for Channel 5, Amanda Gibbs & Dave Rushton; Channel 5 and Local Television, Dave Rushton; 'Star Rating' Channel 5 Transmitters, Dave Rushton; The European Meeting of Local Television, Dave Rushton. APPENDICES, Section 7 Cable and Broadcasting Act, 1984; Local Channel Survey, 1989, Peter Kitchenman; Tables 9-14, 16, 19 & 21, Peter Kitchenman; Cable Growth, 1983-1992; Pilot Local C5 Survey Edinburgh, 1990, Lyndsey Bowditch; C3 Regional Populations and C5 Transmitter Populations

LOCAL TELEVISION REVIEWED: essays on local television 1982-1993, ISBN: 1 899405 003 Dave Rushton, published by John Libbey & Institute of Local Television (1994) £9.50 inc p&p 48 pgs Softback CONTENTS Introduction; Cable, Cable TV and Video; Work! Work!!; Cultural, Racial, Economic, Political, Social & Class Bias (etc) ... on TV; Swindon Viewpoint, Aberdeen Cable, Cable Authority and the Grapevine Channel; Origins of UK Cable; Cable, Channel 4 and Tape Distribution.

CREATING LOCAL TELEVISION: local and community television under the Restricted Services Licence, 1 899405 01 1 Dave Rushton, published by John Libbey, Institute of Local Television & CMA (1997) £10.50 inc p&p 78 pgs Softback CONTENTS PART ONE - Policy and Intervention. Policy and intervention; PART TWO - Preparing a TV RSL; Locating frequency channels for TV RSLs; Blueprint for a TV RSL; Organising a TV RSL; APPENDICES.

DON QUIXOTE'S ART & TELEVISION: seeing things in art and television, ISBN: 1 899405 02 X Dave Rushton with an introduction by Terry Atkinson, published by School Press (1998) £8.50 inc p&p 48 pgs Softback. CONTENTS Introduction, Terry Atkinson; Noisy Channel; Art & Artifice: or designs on the past; Open Channels and Media Literacy.

Orders or further enquiries can be addressed to **Institute of Local Television 13 Bellevue Place Edinburgh EH7 4BS** or by email to **local.tv@virgin.net**.



Sale of books/DVDs and your voluntary subscriptions of £30.00 per year help keep ACTO afloat. To support send cheques made out to Institute of Local Television marked ACTO on the back. With thanks.

To be removed from the **ACTO** electronic mailing list please advise **local.tv@virgin.net**