

ACT9

local public service television directory

**LOCAL TELEVISION for
DUMFRIES & GALLOWAY,
CUMBRIA and the SCOTTISH
BORDERS**

New

**COMMUNITY TV 'Key Texts'
DVDs and Papers Volume II
LOCAL CHANNEL ATLAS**

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 nineteenth 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-53436683.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 Phase 1-3 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 DTT - TECHNICAL INTRODUCTION



Institute of Local Television

BORDERS LOCAL TV BRIEFING

Local digital terrestrial television

Add/drop and Local Network Channels
Scottish Borders, Dumfries & Galloway,
and Cumbria

Why is DTT important? It is important because it is the only digital platform that will reach 98.5% of the population. Introduced with switchover it could provide a comparatively low cost route for Local TV to piggyback the national DTT infrastructure and to offer Local TV alongside national and regional channels on every TV set.

Digital switchover is not far away, so this is decision time for Cumbria, Dumfries and Galloway and Scottish Borders. This afternoon we'll look at how this can be started.

But what makes DTT so special for Local TV?

This is a slide showing the location of the UK's main transmitter sites. These sites are also those from which digital TV is currently broadcast - just 81 sites.

Local TV requires access to the majority of homes in its area to be able to offer commercials or advertising competitively for investment.

Any new media entrant with a defined reach needs access on equal terms with others in its local market. Imagine launching a local radio station with only 20% of homes able to receive the service and never having this number increase!

To offer a public service as well as to achieve commercial viability the Local TV channel must be available to all allowing all households to receive if they choose to tune in.

The central tenet of public service broadcasting is universal availability. Importantly this says nothing about the nature of the public service provided just about

UK's Main Transmitter Sites

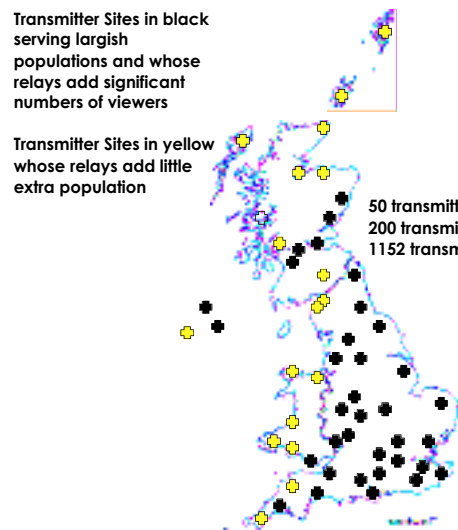


the vital character of availability, universal access is a prerequisite of delivering a 'public' purpose.

For Local TV 'universal' means availability to all in the local area, the licensed broadcast area or the local area the channel serves.

The Border area has three main transmitters whose signals via relays serve fairly closely the regional and county areas. One at Selkirk and two at Caldbeck in Cumbria.

With switchover universal reach in each area will only be available for the public



service broadcasting multiplexes - these are the multiplexes used by the public broadcasters, BBC, ITV, Channel 4 and Five. Abbreviated as the PSB Muxes these require the full 1152 relays and transmitters of the old analogue network to reach every home.

The other multiplexes - carrying the extra channels - are known as the commercial muxes and these will use only 212 relays and multiplexes. Even so they will reach a 90% spread across the country,

But for rural viewers it is the uneven spread of this 90% that's important.

It is easy to guess where the local relays will be used by the commercial muxes. So the transmitters that are unlikely to have relays to carry the commercial channels are shown in yellow.

Ofcom has left the choice of exactly which 212 relays and transmitters will be used for the commercial channels to agree.

So this might come as something of a surprise - but digital switchover is unlikely to offer a choice of extra channels in Cumbria, Scottish Borders and Dumfries and Galloway unless you receive your TV directly from the main transmitter site.

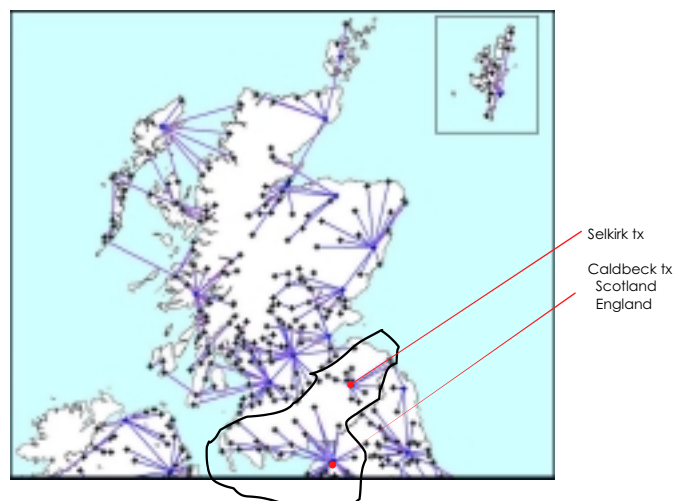
This slide shows the path signals take from the main transmitters serving the Border area.

If a PSB mux is not available for Local TV, then a variety of platforms are necessary to achieve the local universe.

This becomes a far more complex and commercially very difficult proposition for which a detailed picture is required area by area of access to digital platforms, a picture that neither BT or Ofcom are willing to provide.

Ofcom Scotland - which reports on this topic on Wednesday - has said it will only provide a picture of Scotland as a whole, which again is not much use if you live outside a major urban area.

Relay Links for Analogue Sites



We wait to see.

Which households have cable homes, which have a sustained 2mb or more broadband link, which have IPTV, which households in each Local TV area will the commercial multiplexes reach? Will cable carry Local TV when hitherto they have been reluctant? Will BT's IPTV service carry Local TV - if so when? The commercial multiplexes will approach 90% of homes but - like cable and broadband availability will be very unevenly spread across the country from just 212 of the 1152 transmitters and relays otherwise needed to provide universal coverage.

Having managed three Local TV channels and served as a consultant or adviser on many others I can say there is no third way here. Without most local viewers connected - and all potentially able to be connected at little or no cost to themselves - there's no local universe, so no local public service achievable, and very little prospect of any sort of Local TV service gaining sufficient investment to be sustained.

If we don't approach universal access up front without wavering there will be a temptation to encourage a less 'local' local service to stray from its 'local base' its 'local universe' into a larger more abstract terrain - and then we'll re-invent regional ITV.

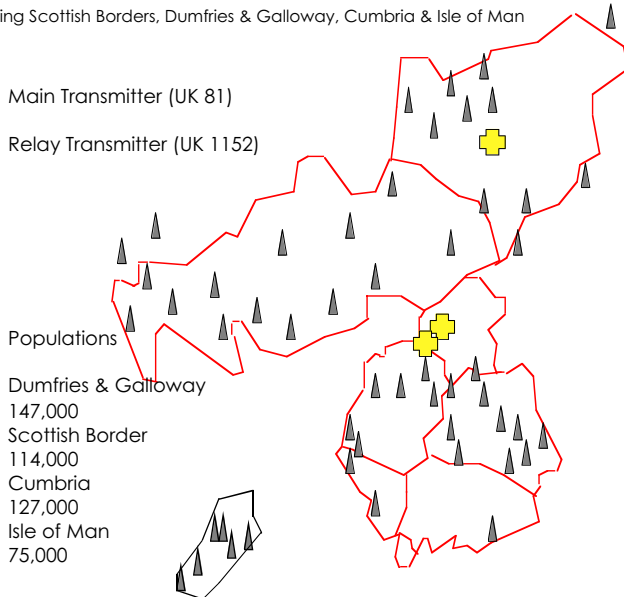
In fact, if left to the market and the commercial terms of access to spectrum Local TV would very quickly become regional as it seeks out a limited scattering of accessible viewers, growing outwards to achieve a commercially viable scale.

The Institute of Local Television and the industry group ACTO is committed to television for recognisable 'local areas', areas that are not defined by the arbitrariness of TV signal or broadband availability.

Analogue TV - Selkirk & Caldbeck tx - ITV Borders TV Region

Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man

- ✚ Main Transmitter (UK 81)
- ▲ Relay Transmitter (UK 1152)



The scale that the PSB muxes address from their 81 main transmitter sites is mostly upwards of 100,000 viewers.

From transmitters in this area, the Isle of Man Government considers it may have too few viewers at 75,000 - while manoeuvring for a distinctive BBC service to serve the island. This won't be the first time the prospect of Local TV has alerted the existing broadcasters to make a pre-emptive strike.

Currently BBC Scotland proposes six distinctive services and on the West Midlands model these would offer 90 seconds of community programming a day on top of a BBC news service - a

news service in England based on the footprint and staffing of BBC local radio, which in Scotland comprises a single radio service.

In France and Spain provision for up to 1000 Local TV channels is being built into rolling out their DTT infrastructure. These countries are taking the opportunity offered by spectrum capacity and roll-out efficiencies to add-in the 'branch lines' and so help achieve the granularity and reach of public service infrastructure which has long been available on cable in North America and Northern Europe.

In the highly cabled and emerging DTT systems of continental Europe the ownership of Local TV channels is not assumed to be either commercial or falling-back to a public safety net as here in the UK.

In Europe (and in Scotland too) public service is far from being a last-resort but an alternative and equal (or some might say better) dynamic resolved to ensure equality of service more readily than a service bound by commercial objective to hunt access according to a market. The commercial model again can work finding few viewers across a larger terrain and hence seems to deny rather than to support 'localness'.

In Spain where, like the UK, cable is less evident than in Northern Europe 1000 community, commercial and municipal local TV services already sit side by side on analogue TV.

Over the last few years in the former Yugoslavia journalists have rebuilt their TV services on a local scale - creating literally hundreds of local terrestrial channels in a matter of four or five years.

What distinguishes both the Spanish and Balkan examples is freedom from national regulation - local commercial and communitarian factors have not been impeded and so a localised scale of TV has emerged, providing services of a relevant scale to deliver local news and civil debate.

The Local TV channels in these countries are now becoming regulated as they move towards digital switchover.

Here, in the UK the dominant TV market shared by public and commercial broadcasters discourages competition from Local TV whose existence would demonstrate that other smaller 'markets' can exist in TV broadcasting. The deep seated protectionism of the present television and communication markets fits hand in glove with the national Government as well as regulator after regulator over the last twenty years and has denied Local TV its proper place on the home TV.

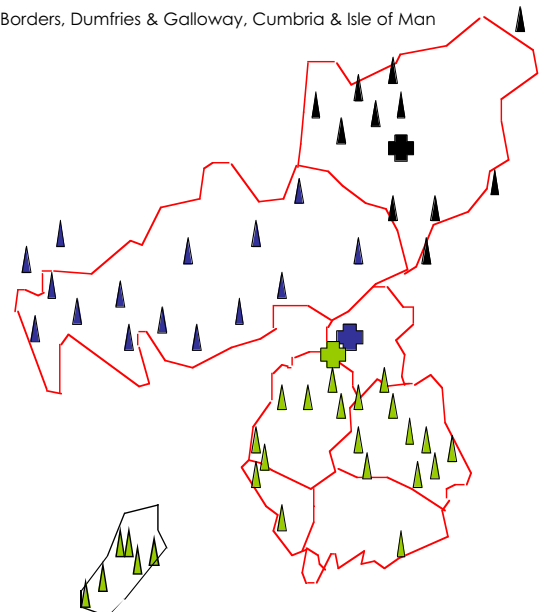
The Borders requires a large number of relays to carry TV to its relatively small local populations. The three transmitters serving the Scottish part of this area have some thirty or so relays to achieve universal reach for digital PSB TV.

The majority of the UK's domestic TV aerials are facing the right way to receive the digital TV signals. The significance of aerial alignment and reception shouldn't be underestimated. The consequences for Local TV not following the pattern of national TV transmission can be briefly illustrated with Local analogue TV.

Because of poor mast height, weak signal and out of band frequency the Edinburgh Television TV channel reached perhaps 12,000 homes in a city of 200,000.

Local DTT - Selkirk & Caldbeck x 2 tx

Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man



Channel 6 Dundee had a frequency that was spot on for reception but the channel only reached 40% of Dundee because, like many cities, Dundee is served by more than one transmitter.

From 1999-2003 between £3-4m was spent in Scotland on Local TV channels. Those involved shared a view that eventually common sense would prevail to improve the chaotic regulatory and licensing regime that was initially offered and randomly modified. In all cases across the UK these Local TV channels suffered from poor reception, insufficient transmitters, inconsistent regulation and were unable to reach even 50% of the available analogue viewers in their area.

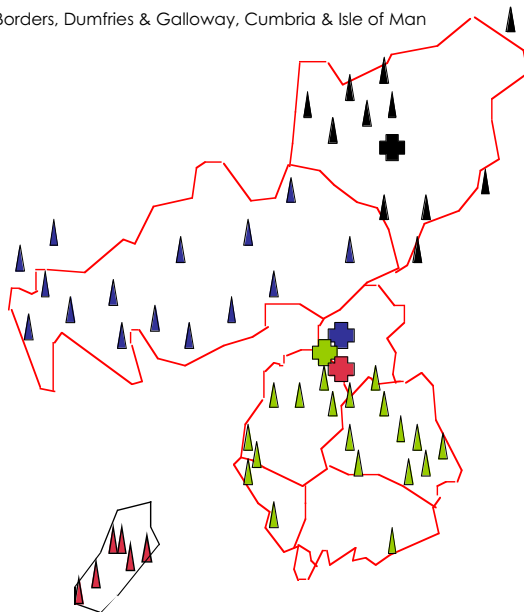
These numbers began declining as digital take-up accelerated while the ITC as regulator was dissolved in favour of Ofcom who arrived believing there was little interest or point to Local TV.

For the sake of all stakeholders - past, present and future - these engineering and conceptual mistakes must not be repeated with Local digital television.

Local TV needs to reach all available viewers in its local licence area and only with DTT and the PSB muxes is this possible.

Local DTT - Selkirk & Caldbeck x 3 tx

Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man



Unusually there are two transmitter masts at Caldbeck, offering the Scottish Dumfries and Galloway and English Cumbrian services.

The BBC English region has a different configuration - including transmission across the North East of England.

The transmitter shown here in black in the shape of a cross and its tower shaped relays indicate the extent of the reach of the PSB television signals from the Selkirk transmitter. Selkirk and its relays achieves close to the footprint of the Scottish Borders region. Here the blue transmitter and relays show the extent of the signal for Dumfries & Galloway while the green that for Cumbria and the Isle of Man.

As we shall see later, the Cumbrian area is also served by relays from a transmitter at Winter Hill north of Manchester and this presents a problem we'll return to when we look at the North West of England.

Almost uniquely Caldbeck Scotland and Selkirk transmit signals fitting closely their respective council areas.

In this slide we also represent a possible separate Local TV service from the Caldbeck transmitters providing signal for the Isle of Man.

From discussion currently the Isle of Man has no plans to offer public subsidy or support for Local TV and their Commission consider 75,000 too small a population for a commercial operation.

Using a technique called add/drop we can replace two the incoming Local Network Channels at the Caldbeck transmitter - serving the English side of the border – and

provide two Local TV channels - here suggested as one for Cumbria and one for the Isle of Man.

An alternative would be to offer a Carlisle Local TV channel as well as a wider Cumbria service. These might have some programming in common but could be time shifted, much as Channel 4 is doing nationally.

We should note here that households in the 'hoops' receive both the Local TV services offered from (in this case) the English Caldbeck transmitter. This is because the main transmitter site forwards each Local TV channel to all its relays.

Alternative solutions that have been proposed for Local DTT which might avoid this signal duplication are ruled out as being too costly - requiring separate transmitters and antennas for local channels or muxes to be installed at each main transmitter and relay site.

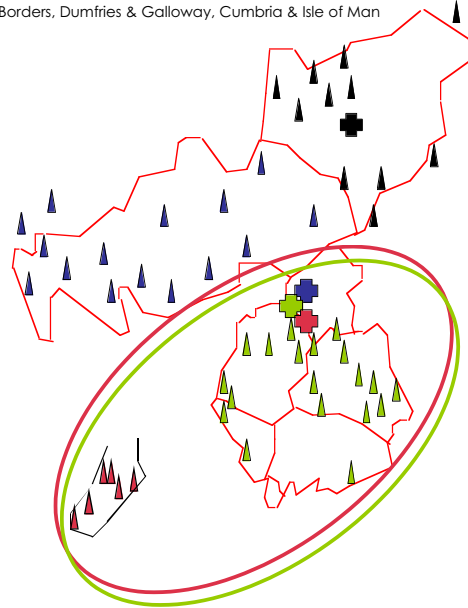
In addition to the astronomical cost which would exclude Local TV except in well served metropolitan areas - and as outlined by Keith Hayler in his UK Local TV Forum presentation - the Service Information of individually originated Local TV signals could destabilise reception on the domestic set-top box of the incoming national DTT signals while the local signal may not even be recognised.

Here a Local TV channel is added using add/drop for Dumfries and Galloway on the Scotland facing element of the Caldbeck transmitter. A Local TV channel is added using add/drop at the Selkirk transmitter for Scottish Borders.

Here a Local TV channel is added using add/drop for Dumfries and Galloway on the Scotland facing element of the Caldbeck transmitter. A Local TV channel is added using add/drop at the Selkirk transmitter for Scottish Borders.

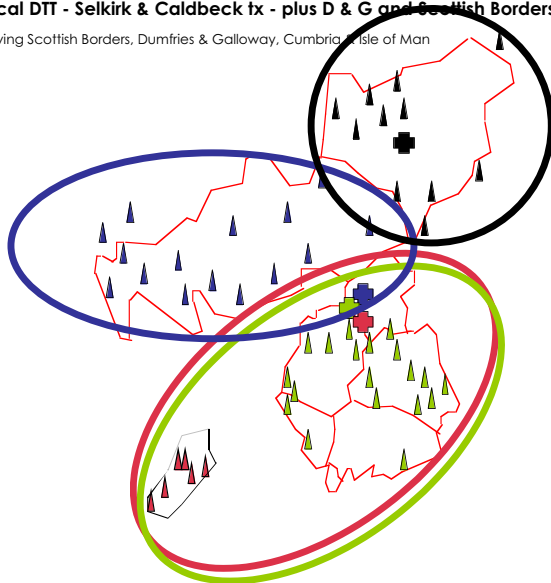
Local DTT - Selkirk & Caldbeck x 3 tx - Cumbria & Isle of Man footprint

Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man



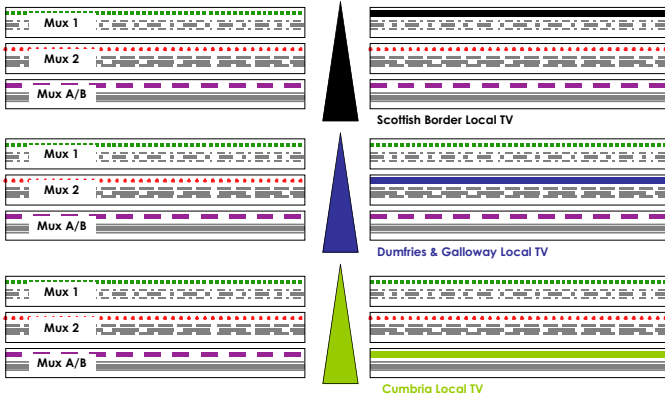
Local DTT - Selkirk & Caldbeck tx - plus D & G and Scottish Borders footprint

Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man



At this point we'll use this as our area example to consider in more detail how the add/drop solution functions.

Local DTT - Selkirk & Caldbeck tx - plus D & G and Scottish Borders footprint
 Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man
 National PSB Muxes inc Local Network Channels | add/drop & SI | PSB Muxes with Local TV Channel



I've kept the colour used in the previous slides to aid reading here.

Starting at the left I've represented three PSB muxes carrying national channels each with one Local Network Channel. They are pictured as they arrive at their respective transmitter sites - Selkirk at the top and Caldbeck Scotland and Caldbeck England below.

Exactly the same incoming PSB and Local Network Channel muxes go to all the main transmitter across the UK.

The grey bars and dots represent the national PSB channels, those of BBC 1 and 2, ITV, Channel 4 and Five and the mid green, red and purple dots and dashes represent each of the three Local Network Channels.

At the main transmitters - represented here by a large tower rather than the cross - the add/drop and the local programme guide element of SI information is added while the Local Network Channel is dropped out. This will leave a continuous strand of SI intact and the Local TV channel with its individual SI travelling to households directly from this transmitter or from further relays. There is no requirement for additional transmitter or antenna equipment, the Local TV channel fits back inside the PSB muxes and follows their course through the transmission and relay equipment.

For a Scottish Borders Local TV service from Selkirk there is - on current reckoning - a need for just one add/drop to be used leaving two of the Local Network Channels to continue providing their national strand of programming into all the Scottish Borders homes.

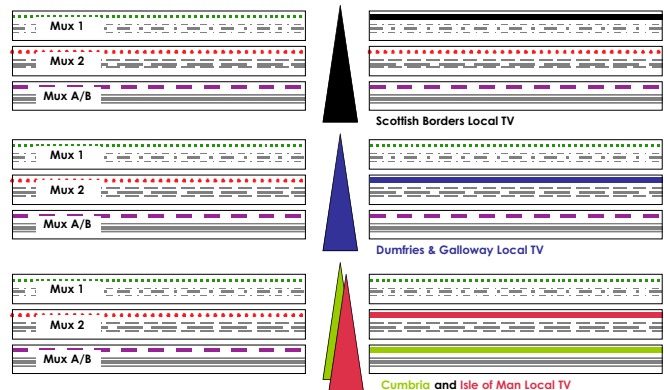
Because of dual Scottish/English capacity at Caldbeck a similar approach applies for Dumfries and Galloway, leaving two Local Network Channels with just one dropping out in favour of the Dumfries and Galloway Local TV.

Again for Cumbria, the same - one Local TV channel and two Local Network Channels continuing to the home.

As we will see in looking at other locations - the use of just one add/drop is far from typical and occurs here because of the sparse population, a rugged terrain which is demanding of transmitters and relays - and because of the legacy of distinctive Scottish and English transmitters at Caldbeck

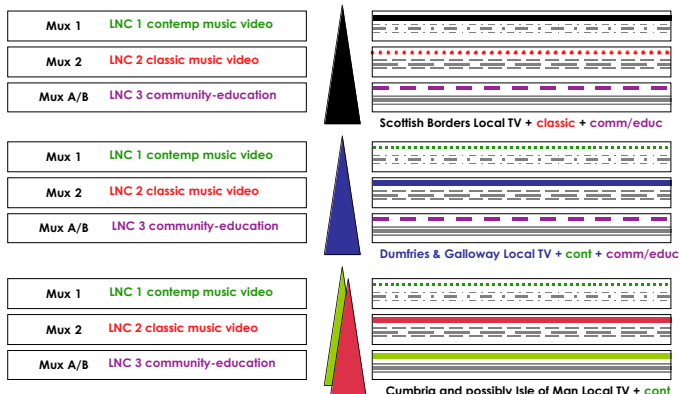
Providing the Isle of Man - or Carlisle - with a service is possible from the English Caldbeck transmitter. Here a second add/drop has been used to replace a further Local Network Channel and provide this additional local service. There's sufficient capacity to introduce both a Carlisle and Isle of Man service if required if the twin Scottish-

Local DTT - Selkirk & Caldbeck tx - plus D & G and Scottish Borders footprint
 Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man
 National PSB Muxes inc Local Network Channels | add/drop & SI | PSB Muxes with Local TV Channel



Local DTT - Selkirk & Caldbeck tx - plus D & G and Scottish Borders footprint

Serving Scottish Borders, Dumfries & Galloway, Cumbria & Isle of Man
 National PSB Muxes inc Local Network Channels | add/drop & SI | PSB Muxes with Local TV Channel



English transmitter arrangement for analogue is carried forward to DTT.

A Local Network Channel is a sustaining channel that runs across the UK to all transmitter sites providing the source for each add/drop.

Here we've suggested the LNC's might offer two music channels and a community education channel.

BORDER LOCAL TV – PROGRAMMING INTRODUCTION

Without local programming there'd be no Local TV. But there can be more in a local programme than satisfaction for the local viewers, there are other viewing opportunities which help support budgets or deliver on local development strategies.

As an example, the local TV channel

LORD SNOWDON City Arts Centre
 Edinburgh Television
 Art Show

- Local TV story - for local viewers in Edinburgh - and visitors
- Local TV story - for export to encourage visitors or to demonstrate involvement of the local in global culture(s)
- Local TV story - for exchange - swapped programming able to fill local air-time with similar from elsewhere - local-to-local exchange

For rural areas in Scotland visitors are a very important economic element

programme provided the many visitors to hotels receiving their local cable channel with a view of Edinburgh/Scotland, perhaps encouraging some to consider visiting Edinburgh or at least raising the city's cultural profile.

Finally, the programme was swapped with a short programme made for NvTv which is the Local TV channel in Belfast.

With one short arts clip we have several possible screenings -each in their own ways serving a different local purpose. Firstly 'what's on' for local viewers and visitors, then to showcase one city's wider cultural expression internationally and perhaps to attract others to visit, finally a programme as currency, swapped with a similar programmes to add further minutes of programming to a more general arts slot.



Institute of Local Television

BORDERS LOCAL TV BRIEFING LOCAL PROGRAMMING

Edinburgh Television once interviewed Lord Snowdon at an exhibition of his photographs held at the City Arts Centre in Edinburgh

Was this really a *local* story – well yes for Edinburgh and its visitors it was, the interview highlighted a local event.

But this short interview was subsequently shown on cable TV in Berlin.

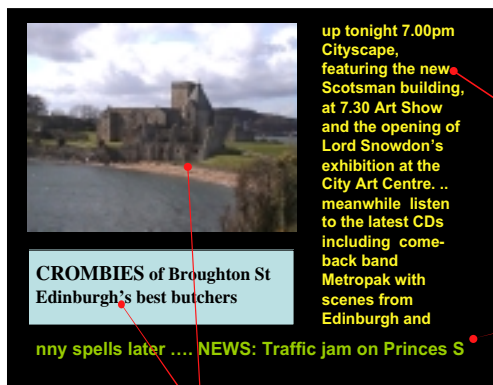
In Berlin Edinburgh's 'local' programme provided the many visitors to hotels receiving their local cable channel with a view of Edinburgh/Scotland, perhaps encouraging some to consider visiting Edinburgh or at least raising the city's cultural profile.

In a rural parts of the country we should not overlook the number of visitors to an area who will be casual and less frequent viewers but interested in what's on.

In Highland Perthshire the population swells sixfold annually with second home users and holiday visitors. Virtually all visitor accommodation provides guests with a TV.

With large numbers of visitors swelling and changing local populations there is further justification for educational art and historical programmes as well as for sharing or swapping with other similar local programming and importantly to attract visitors from cities further afield. City TV services can show local showcase programmes about visitor attractions in rural areas, programming supported directly by hotels or the attractions themselves. Material already prepared

EDINBURGH TELEVISION - radio with text and picture - when not full screen TV
Always running with 800 pages of teletext, bus and train timetables, council A-Z of services, community council minutes and agendas, school pages, creative writing and festival and sports events,



Scrolling text outlining schedule

Crawling text with news and weather - regularly updated

Advertising bar with slides, photos or silent footage above - when music playing from CD

Edinburgh TV used a text and slide format when not screening local programmes, providing scrolling information and background music played at random from a CD jukebox.

Local bands particularly were keen to present their music on the Local channel – because on screen viewers were shown where they could get their CDs. For much of airtime in its early weeks Edinburgh Television was radio with pictures – radio with local bands and moving slides .

With Channel Six Dundee the channel was able to afford to run a music vid-

VISITORS SWELL TELEVISION NUMBERS IN RURAL AREAS

"Using the example of Highland Perthshire, in many respects not atypical of the 90+% of Scotland classified as 'rural', I stressed that

- a. Scotland's small town population centres, where the main telephone exchanges are located, contain less than half their catchment populations;
- b. furthermore, the number of local residents increases seasonally more than sixfold between April and October;
- c. in addition, the November/March period also now features a substantial growth in that 'shadow' population situated outwith the main population centres (through timeshare, second home ownership and farm diversification, self-catering developments) where the roll-out of broadband and the lack of robustness of connection speeds makes the delivery of technical quality television by this means completely unrealistic."

Brendan Murphy, Broadcasting Trust, Aberfeldy

Responding to Ofcom's Draft Annual Plan 2006/2007

... through local terrestrial television the economic visitor can be reached and engaged with short programmes about the local area, incidental coverage of day-to-day events and short arts features that while shown in the area visited as 'local TV' can also be shown on the web and in cities and towns from where the visitors are to be drawn.

for visitor leaflets and websites can form a starting point for Local TV production in this case. We'll explore more of this, in the presentations this afternoon

Local TV channels in the UK has often drawn down a satellite feed to support the small amount of local programming each channel can produce. Sometimes this is only for an overnight schedule. Many Local channels in Europe started out by presenting slides and text during the day when not able to show TV programming – this simpler approach means they can at least retain local relevance.

CHANNEL SIX DUNDEE - schedule

| | |
|-----------|--|
| 0700-0900 | Cartoons |
| 0900-1500 | Music Videos - popular, with dial-up requests, short interviews, vox pops |
| 1500-1700 | Cartoons |
| 1700-2100 | Music Videos - focused on current releases with dial-up requests and most popular and programming including: Art in Scotland, Writers' Stories, Talking Pictures, Viewers' Choice Top Ten, one-off documentary, student productions, Broadcasting Trust programmes |
| 2100-0700 | Music Videos - focused on young adult interests with dial-up requests plus club features, recent band interviews |

eos and this formed most of the content together with local arts, book show, cinema review, what's on sports reviews and other one-off cultural programming.

In Dundee about 40% of households were able to receive the Local TV service. Even so, not reaching the majority of households scuppered the long term viability for this channel. A Local TV channel - like Local radio or newspapers - needs to be available for every home.

In spite of the drawbacks, a great deal was learned about what made a channel relevant and what ensured it was wanted?

In Dundee up to 70% of the airtime was taken up with music videos – but at key parts of the day – around breakfast, mid-late afternoon, and especially throughout the evening – short programmes were made and shown.

In the morning though these programmes were initially acquired cartoons – Henry's Cat was one series – which were of interest to young parents and their kids as well as to students who remembered them from their own infant years.

The cartoons offered daytime interludes in a sea of music videos and they proved very popular involving only a small annual rental for screening . As short programmes - of three or four minutes like the music videos - they could be repeated more often than full length more didactic programmes typically occupying a half hour or an hour slot.

The annual fee for the rights to screen the music videos was fixed in advance and the supply and quality was generous.

With fixed and predictable programming the channel was able to budget for a full schedule of high quality short-form programming as a bed in which to locate its and draw viewers to its local content.

Because of the music business connection, when bands were touring in Scotland our crews were invited to interview. These short interviews were scattered among the videos and these were also very popular among our core audience.

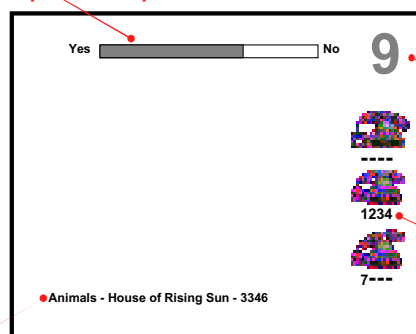
By dialling up and requesting music videos the audience was able to ensure this imported music content stayed relevant. Because the viewer could interrupt the schedule with their own choice of music the station had a record of the viewers' preferences.

The music day on Channel Six was divided into three segments. Firstly throughout the daytime hours popular uncontentious videos were shown and selection was restricted. The evening schedule was a bit more relaxed and in particular included new releases. Finally a post-watershed schedule allowed access to all the music videos. As picture of Dundee's musical taste was built up which gradually informed the selection of videos ordered each week.

The viewer's selection was made by phone at a premium rate. This generated income of around £700-1000 per month – or nearly half the cost of acquiring the rights to

LOCAL TV CHANNEL - on screen identify, viewer interaction, automated features

The yes/no barometer - responds to local rate dial-up on topics of the day or week - on every hour for five minutes



Station Ident - on throughout all programmes

Three phones show premium rate requests being entered by touch tone phone - only on screen when dialled and to confirm number correctly entered

Playing now - on at start and finish of music videos only - showing number for clip

CHANEL SIX DUNDEE Survey

Key Findings Channel Six Dundee Survey - December 2001 (channel launched May 2001)

Channel Six Dundee is the most watched terrestrial TV channel among 5- 24 year olds, based on average total hours watched per day.

| | |
|------------------|------------------|
| Channel 6 | 1hr 5mins |
| BBC 1 | 1hr 2mins |
| Grampian | 58 mins |
| Channel 4 | 49 mins |
| Channel 5 | 31 mins |
| BBC 2 | 16 mins |

Channel Six Dundee is the most watched commercial terrestrial TV channel among 5- 44 year olds, based on average total hours watched per day.

| | |
|------------------|------------------|
| BBC 1 | 1hr 9mins |
| Channel 6 | 1hr 7mins |
| Grampian | 1hr 6mins |
| Channel 4 | 48mins |
| Channel 5 | 33mins |
| BBC 2 | 23mins |

Of 5-44 year olds:

31% have seen New Releases - new music video show, shown twice weekly

22% have seen the Art Show - the local arts programme, shown three times weekly

11% have seen the Book Show, on local authors and print, show three times weekly

55% have seen Talking Pictures, movie reviews & local film releases, shown three times weekly

77% have seen Viewer's Choice - the top ten dial-a-video show, shown twice weekly

screen the music videos each year.

Interesting things happened that had not been planned for. Firstly local bands started making their own videos, inviting us to make them or hiring crews we'd been encouraging to work alongside the channel.

These videos proved very popular – not least because the bands, their friends, mums and grannies would request their video. The processing of calls was entirely automated, represented to all viewers in the form of three phones rocking back and forth as the music video code was punched into the viewer's phone.

We printed leaflets with the music video code numbers and highlighted new releases and their transmission dates and distributed these around pubs, clubs newsagents near schools and so on and also offered this information on teletext. The local advertising carried on these leaflets paid for their printing and distribution.

Each week Channel Sixes Viewers' Choice Top Ten programme featured the most requested video clips – and yes, of course, local bands would phone regularly to ensure that they were featured in the Top Ten.

A second discovery – far more important if more subtle – was that the viewers strongly identified with the channel overall. In its transmission areas Channel Six became the most popular channel for the under 25s and was only behind BBC 1 for the under 35s.

Local 'live' music was not neglected either – the pub based annual Dundee Blues Bonanza was covered. Jump and Shout – was an annual pop idol roadshow with the heats filmed in Dundee, forming part of an anti-drugs and young people's health campaign taking place across Scotland.

Popularity of a locally attuned music based channel should not have been a surprise – after all local radio is often national and international music glued together by local commercials, with the local accent of the presenter and local information – and this too often occupying very small portions of the total air time.

But we did not see this coming – that the combination of music videos and cartoons, of commercials (not many of them) and graphics, with the station's logo, the inter-

views with bands, the appearance of familiar locations and people comprised a daily iteration of facets of Dundee and found popular identification as 'the viewers' local channel'.

We focused on a relatively small amount of high quality local series appearing in a simple schedule at a regular time each week. Together these elements found positive association.

When we understood how strongly viewers wanted to represent their attachment the channel felt confident to give its logo – a '6' – to a class at a local school and asked them to animate it.

For a week the Channel 6 logo appeared as a variety of animated sixes, having adventures, falling out of an aeroplane – and with integrity of the channel in the hands of its viewers this did not cause viewers to turn away, if anything more phoned in.

Training schemes for viewers to make programmes followed, funding schemes were found to make programmes off-line, local students shot and compiled their own weekly programme, more and more programme ideas began to originate from Dun-

NOTIONAL CHANNEL MODELS

EUROPEAN MODEL

20-30 minutes news with documentary making up one hour repeated from 5.00 or 6.00pm till midday following day, with some no-cost community volunteer programming in afternoons and specials as available

DUNDEE MODEL

Music video and cartoon based channel with strong local identity plus locally made programmes and one-off commissioned documentaries. Involving students and volunteers in additional programming.

The music element of the Dundee Model provides a template for the local network channel

dee and budgets from different sources were gradually found, sponsorship coordinated and films got made.

A weekend youth snooker tournament was filmed and then aired over several days – sponsored by the snooker club itself. On big TV this form of sponsorship was then not acceptable – but the regulator's rules allowed the Local TV channels up to three hours of shopping or promotional programming a day – or infomercials. So Channel Six began to develop this – but nothing like as well as other channels have done since.

These shopping channel hours could be broken up into fifteen minute chunks. In Derry on Channel 9 nightclubs fund promotional programming, heavily branded it is nonetheless entertaining for those at a club to see themselves the following day.

The strength of feeling towards Channel Six as 'Dundee's' local TV station was enormous, the polls showed the statistics but they didn't get to the heart as well as the enthusiasm evident in the vox pops. The viewers were asked what they liked, what

LOCAL TV CHANNEL - NOTIONAL REVENUE & EXPENDITURE - local TV for 100,000 population

BASED ON EUROPEAN NEWS MODEL - possibly as opt-out from Local Network Channel music

| | |
|---|----------------|
| REVENUE | ,000 |
| Local TV commercials and sponsorship | 82.5 |
| Local authority, health board etc commercials/sponsored programmes | 52.5 |
| Localised shopping channel | 35 |
| Education authority, colleges and universities - outreach programming | 5 |
| Publication sales and advertising - outsourced - weekly music/TV times profile | 12.5 |
| | <u>177</u> |
| | |
| EXPENDITURE | |
| Station manager & schedule coordinator | 35 |
| Graphics & Editing @ £25 | 25 |
| Sales x 2 @ £25 | 50 |
| News x 4 @ £25 | 100 |
| Transport & Overheads | 35 |
| Transmission @ £50 | 50 |
| | <u>305</u> |
| | |
| CAPEX | <u>100-250</u> |
| | |
| FURTHER OFFSETS - CAPEX and OPEX | |
| Possible in kind contributions/sponsorships - buildings, vehicles, crew clothing | |
| ADDITIONAL LOCAL AUTHORITY INPUT - 0.5 communications plus 0.5 community education | |

Local DTT - CHANNEL SCHEDULES

Neither EUROPEAN or DUNDEE MODEL is entirely satisfactory for DTT

- **redundancy of European Model, after a few repeats could stream news on web instead - bust could opt-out for local news - reducing staffing and overheads**
 - **Dundee - no news show - though plenty of council etc pages on teletext (this feature unlikely to be available with DTT) so would promote services to web for back-up and detail**
 - **so perhaps a hybrid model moving from European News Model to something closer to Dundee Model - but with news?**
-

they wanted and their comments would be screened. Two weeks after announcing the channel had to close-down, a local band handed in a 5000 signature petition of support to stay on-air, representing about 15% of all viewers.

In Europe a common Local TV model has been to repeat an hour or forty minutes of news and documentary over twenty four hours. Long term repeats of the news programming could form a webstream for out of area and catching up purposes as broadband take-up improves at reasonable bandwidth.

But with the add/drop proposal to introduce Local TV with the roll-out of digital ter-

Local DTT - CHANNEL SCHEDULES

- **here's SOLENT TV as an example - show SOLENT video**
- **Community Impact of Solent TV 2002-2004 - TV channel and website**
- **over 130 local organisations events promoted free on the community Pin Board in 2003 and over 230 used the Pin Board in 2004**
- **over 150,000 people have experienced the Solent TV roadshow**
- **Solent TV has developed over 1500 hours of locally produced programming that has been made, edited and broadcast from the Isle of Wight**
- **In excess of 100 local people have participated in work experience or volunteering at Solent TV**
- **hundreds of thousands of people now watch Solent TV on line from all over the world**
- **www.solent.tv received over half a million unique visits in our first year and over 1 million unique visits in year two - equating to tens of millions of hits**
- **70 local businesses now use Solent TV Job Finder to recruit new staff and over 2000 job seekers have registered to use the service**
- **www.solent.tv is now the Islands favourite website and is officially the number one Isle of Wight website for news and information since June 2004, according to Amazon's Alexa.**

LOCAL TV CHANNEL - NOTIONAL REVENUE & EXPENDITURE - Local TV for 100,000 population

A HYBRID MODEL

| | |
|---|----------------|
| REVENUE | ,000 |
| Local TV commercials and sponsorship | 82.5 |
| Syndicated or shared programming, commercials and sponsorship | 30 * |
| Dial up premium rate phone requests | 12.5 |
| Grant assistance for Media Production, Training etc | 80 |
| Local authority, health board etc commercials/sponsored programmes | 72.5 |
| Localised shopping channel | 35 |
| Education authority, colleges and universities - outreach programming | 5 |
| Publication sales and advertising - outsourced - weekly music/TV times profile | 22.5 |
| | 340 |
| EXPENDITURE | |
| Station manager | 35 |
| Schedule Coordinator @ £25 | 25 |
| Graphics & Editing @ £25 | 25 |
| Volunteer Coordinator @ £25 | 25 |
| Non-news programming x 2 @ £25 | 50 |
| Sales x 2 @ £25 | 50 |
| News x 3 @ £25 | 75 |
| Transport & Overheads | 35 |
| Transmission @ £50 | 50 |
| Music rights | 15 |
| | 385 |
| CAPEX | 100-350 |
| FURTHER OFFSETS - CAPEX and OPEX | |
| Possible in kind contributions/sponsorships - buildings, vehicles, crew clothing | |
| ADDITIONAL LOCAL AUTHORITY INPUT - 0.5 communications plus 0.5 community education | |
| VOLUNTEERS 15-30 annually EDUCATIONAL PLACEMENTS 5 ftes annually | |

* This figure assumes other channels with whom to share syndicated programming with commercials

LOCAL TV CHANNEL - NOTIONAL REVENUE & EXPENDITURE - Local TV on DTT for 100,000 population

| REVENUE | ,000 |
|--|----------------|
| Local TV commercials and sponsorship | 82.5 |
| Syndicated or shared programming, commercials and sponsorship | 30 * |
| Dial up premium rate phone requests | 12.5 |
| Grant assistance for Media Production, Training etc | 80 |
| Local authority, health board etc commercials/sponsored programmes | 72.5 |
| Localised shopping channel | 35 |
| Education authority, colleges and universities - outreach programming | 5 |
| Publication sales and advertising - outsourced - weekly music/TV times profile | 22.5 |
| | <u>340</u> |
| EXPENDITURE | |
| Station manager | 35 |
| Schedule Coordinator @ £25 | 25 |
| Graphics & Editing @ £25 | 25 |
| Volunteer Coordinator @ £25 | 25 |
| Non-news programming x 2 @ £25 | 50 |
| Sales x 2 @ £25 | 50 |
| News x 3 @ £25 | 75 |
| Transport & Overheads | 35 |
| Transmission | 50 |
| Music rights | 15 |
| | <u>385</u> |
| CAPEX | <u>100-350</u> |

FURTHER OFFSETS - CAPEX and OPEX

Possible in kind contributions/sponsorships - buildings, vehicles, crew clothing
ADDITIONAL LOCAL AUTHORITY INPUT - 0.5 communications plus 0.5 community education

VOLUNTEERS 15-30 annually EDUCATIONAL PLACEMENTS 5 ftes annually

* This figure assumes other channels with whom to share syndicated programming with commercials

restrial television (DTT), a Local news service could be opted in every couple of hours to one of the Local Network Channels, the national channels required to provide the sustaining framework for local TV across the country.

The Dundee model described in some detail was from a starting point where Local TV had to be constructed on a stand-alone basis – presenting a more expensive proposition and with digital TV stand alone may only be viable for bigger urban areas and subject to resolving engineering issues which currently prohibit Local TV from running on DTT on a stand-alone basis.

We can provide an idea of the cost of running a Local TV channel on the European Model including a cautious estimate of revenues in the first year – in particular looking at a service which starts the Local TV ball rolling as DTT arrives in the area.

While revenues are low it is very difficult to see how a professional news service could be run for less than the sum indicated here – unless run in association with an existing news service in the area, combining with local or community radio or with a local newspaper – where advertising and some journalism could be a jointly met costs and advertising distributed across two more platforms.

There are problems with both the European Model and the Dundee Model. We'll look at the Isle of Wight - Solent TV - with the help of their promotional video and this chart which shows the channel's social engagement on the Isle of Wight.

I suggest a hybrid approach could bring the expenditure and revenue figures closer together offering more attractive advertising and sponsorship opportunities because – with volunteers and programme sharing – there could be a broader portfolio of programmes than news to provide distinctive opportunities for viewers to watch.

This slide suggests that if programming is appropriately targeted funding can be in-

LOCAL TV CHANNEL - Public Service Publisher Fund - Local TV on DTT for 100,000 population

The PSP has been devised by Ofcom to recover lost programming as ITV withdraws from regional and national public service broadcasting responsibilities.

| | |
|--|-------------------|
| Ofcom estimated value of PSB lost per year at switchover | 300-400m |
| Ofcom estimated value of PSB lost in regional programming | 70m |
| Market OPEX of channel on national commercial multiplex | 14m |
| Current OPEX to channel on PSB multiplex (mux) | 0m |
| Estimated value of PSB channel on mux after switchover = commercial channel OPEX, or | 14m |
| Number of 'local network channel's required | 3 |
| Value of PSB spectrum for LNCs at switchover completion | 42m |
| UK population | 60m |
| X 98.5% reach | 59.1m |
| Notional cost to reach each viewer per annum | 0.71p |
| Notional transmission OPEX for 100,000 licence population | <u>£71,065.98</u> |
| PSP and programming | |
| Notional grant-assistance for PSB (eg local news programming) @ 50p per household per annum (100,000 licence population) | £50,000.00 |

roduced from existing sources, looking not so much at new sources of local money so much as at reassigning elements of current spending.

Take Aberdeenshire as an example, £1m per year is spent locally by the Council on advertising and promotion in the local press, radio and TV.

If a portion of this were diverted to Local TV spending, with the council as stakeholder or shareholder in a local service – there is potential for the council to achieve its linkage with its public through a less wasteful form of delivery.

The education authority, the health and police services could apply the same principal, and divert a percentage of their communications budgets into Local TV in which they could have a stake.

The sums involved are not necessarily large - 25% of the Aberdeenshire budget would provide a significant contribution to revenue requirements and, I suggest, a return far greater than the same sum spent with existing local media. This could provide perhaps 50% of the channel's initial annual requirement.

Finally in these last two slides we look at the Public Service Publisher fund proposed by Ofcom – which may emerge as a separate new fund to recover the loss from the commercial TV companies of public service broadcasting (PSB) in the transition to digital or may be represented as a small part of the Licence Fee allocated for independent Local PSB.

This slide assesses the cost of delivering the Local TV service across the UK – assuming that each channel bears the delivery charge on a per individual-viewer basis.

We look first of all at the value Ofcom estimates is lost with the withdrawal of regional ITV programming

Ofcom estimated value of all PSB lost per year at switchover 300-400m

Ofcom estimated value of PSB lost in regional programming 70m

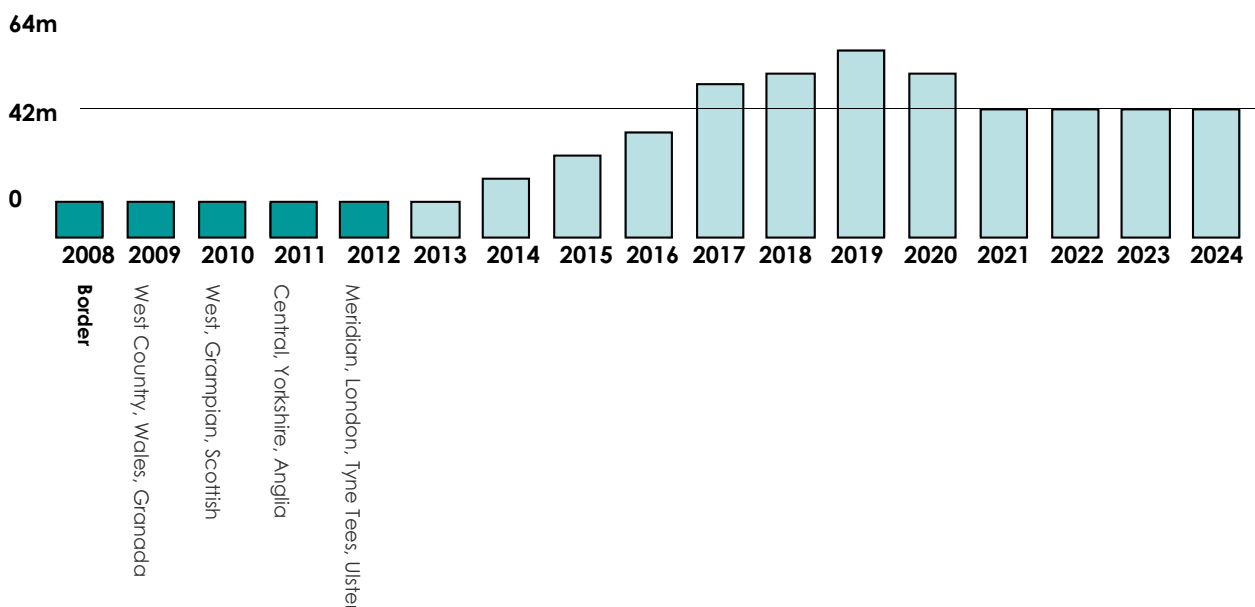
Then consider the current annual channel cost for a national channel or – local network channel

Market OPEX of channel on national commercial multiplex 14m

Current OPEX to channel on PSB multiplex (mux) 0m

There is no charge made currently for PSB channels – with their public service programming responsibilities – which is something of an anomaly for ITV, which is progressively withdrawing its PSB

LOCAL TV CHANNEL - Public Service Publisher Fund
Local network channels as PSB



Estimated value of PSB channel on mux after switchover is that of commercial channel OPEX, or 14m

The PSB muxes will have to pay equivalent to the spectrum costs on the commercial muxes – from completion of switchover

Number of ' local network channel's required 3

Then we suggest the number of local network channels required to provide a metropolitan and county/Scottish region scale of Local TV, add up the value of the PSB spectrum for the LNCs and divide this by the percentage of the population able to receive a Local TV service, which gives a notional figure of 71p per individual per year – for delivery costs.

Value of PSB spectrum for LNCs at switchover completion 42m

UK population 60m

X 98.5% reach 59.1m

Notional cost to reach each viewer per annum 0.71p

And then the cost for a Local TV channel with a 100,000 population

Notional transmission OPEX for 100,000 licence population £71,065.98

And factor in the possibility of the £70m per annum serving as subsidy of 50p per viewer for Local PSB TV channel delivery

PSP and programming

Notional grant-assistance for PSB (eg local news programming) @ 50p

per household per annum (100,000 licence population) £50,000.00

Lastly,

Should the Local TV channel on a PSB mux have to pay its way then this slide suggests how transmission financing can be rolled forward mortgage-like until all Local channels are up and running. At this point from 2012 onwards a variety of shared local programmes can be transmitted across channels with similar communities of interest and so provide better targeting for national advertisers seeking particular demographics at different times of the day..

BORDERS LOCAL TV - GRANT AND PRODUCTION FUNDED LOCAL TV

Local TV has not yet been fully joined up in the national promotion of Information and Communications Technologies. In one recent example from a Cabinet Office paper, "We need to explore the ways in which ICT can inform and support people in making collective choices and finding the right balance between service cost and quality."

In the last five years the DfES has introduced City Learning Centres at a cost of 1.25m each and there are roughly 100 or so of these ICT centres mostly set up in school grounds.

As part of the Campaign for Local TV these CLCs were surveyed, a third of their managers saw the connection between IT training and local or community video editing and production, and the Campaign took part in the CLCs AGM last year.

This slide shows programming made on the 'lo-no' budget basis for e-tv Aberfeldy.

The technology was modified 2.4GHz video senders, and the service had limited reach – aimed at hotels and on DVD visitors to Tourist Information.

This is a list of the different projects undertaken over 15 months – spurred by access to the small-scale TV channel and the DVD cinema.

The budget was tiny and the volunteer and training element strong – but the legacy has been very positive.

A recent Media Literacy survey by Ofcom found 22% of homes had digital camcorders. A cursory survey of Scotland found 30% of schools with Mac computers less than four years old - bundled with the editing programme iMovie.

Recent versions of Windows include Movie Maker.

It seems the resource is out there and where learning can be focused by distribution there is already an incentive to produce programming as part of ICT, both in the

community and in schools. Incidentally, so far as Ofcom go media literacy includes access, understanding and creativity – and they are actively seeking partners to develop and identify ‘creativity’. Ofcom Scotland will be presenting on their Media Literacy work in Scotland in Glasgow on Wednesday.

I've been running an evening class in Digital Filmmaking and Editing at Drummond Community High School since last September.

These are three examples of a thirty second programme made by students from the first term's evening class.

Running evening classes in digital filmmaking and editing in schools where there is editing software already on PCs, with students half of whom have camcorders is a no cost option for local authorities. I only get paid if there are sufficient students to run the course.

The important point about filmmaking is that you learn how to do it through editing. A quarter of all homes have digital camcorders which are probably largely unused because that the first experience of looking at what you've shot is often very, very disappointing.

This is not the time or place to provide a crash course – but through editing you realise what you should have shot and how it should be shot in order to be edited.

Filmmaking is a roundabout process – but it seems most folk simply jump off the filmmaking roundabout after the first spin.

LOCAL TV CHANNEL - non-commercial revenue example

e-tv MEDIA CENTRE MODEL

| | | Budget |
|---|-----------------|---------|
| Clan Donnachaidh | 4 minutes | 700.00 |
| Clan video for fund raising for new centre | | |
| Big Sky - Birks | 8 minutes | 00.00 |
| Toubie Jack's walk video-with-music following Autumn walk along the Birks. Camerawork and editing exercise. | | |
| Back to the Future | 12 minutes | 2500.00 |
| The role of water in the culture and economy in Aberfeldy from early settler times to present day. Iona Le Corre training video. Millennium Commission. | | |
| Scottish Crannog Centre | 4 minutes | 00.00 |
| Extract from Iona's video for Tourist Information Centre exhibition. | | |
| Tibetan Art | 15 minutes | |
| Millennium Commission training video by Anna Vizzy on Samye Ling centre. | | |
| Aberfeldy Trail | 8 minutes | 500.00 |
| An updated video derived from slides and photos of 'trail pack'. Toubie Jack | | |
| Adamnan | 12 minutes | |
| Millennium Commission funded training video by Jason O'Flynn on St Adamnan's relationship with Glen Lyon. | | |
| Dull Kirk Dig I | 5 minutes | 00.00 |
| First Dull Kirk Dig, filmed by volunteers in association with the Trust | | |
| Chase Videos | 2 and 3 minutes | 300.00 |
| Training videos and reportage of Chase activity in Aberfeldy. | | |

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**