

# ACTO4

local public service television directory

**A LOCAL TV DIGEST: barely edited  
extracts from the consumer  
research conducted for Ofcom by  
Holden Pearmain and ORC  
International for Ofcom's Digital  
Dividend Review**

**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 12) 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 twenty fourth edition of the **ACTO - local public service television directory**.

**ACTO back issues can be downloaded from [www.maccess.org.uk/members/ilt.html](http://www.maccess.org.uk/members/ilt.html)**

## **WEBSITES**

### **For information:**

on local and community TV in Europe: **[www.obs.int/db/persky/eu.html](http://www.obs.int/db/persky/eu.html)**

on community TV channels worldwide: **[www.openchannel.se/](http://www.openchannel.se/)**

UK's Community Media Association: **[www.commedia.org.uk/](http://www.commedia.org.uk/)**

UK examples of local and community TV programmes:

**[www.showcase.commedia.org.uk/](http://www.showcase.commedia.org.uk/)**

website of NvTv Belfast's Local TV Channel: **[www.nvtv.co.uk](http://www.nvtv.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/](http://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/](http://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](http://www.ofcom.org.uk/media/news/2005/11/nr_20051117)**

In spite of a seemingly endless history of reviewing Ofcom's publications as they impact the present and future of local public service television, we're stumped. Printed documents and pdf files - probably 600 pages in all - make up the **Digital Dividend Review** and were published on 19th December to open Ofcom's **Consultation on the Digital Dividend**. Running till March 20th the Consultation explores the use and regulation of the UHF spectrum to be released following analogue switchoff and the roll-out of digital terrestrial television.

We've swithered over Christmas about how to approach this slippery iceberg; some parts cited are so deeply under water as to not have been published at all: and even the annexes have annexes some available others not. First find the parts and try and stick together a plausible story to make sense. Some parts of the study relevant to ACTO - on the use of interleaved spectrum for Local TV - are simply bad - as if the brief given to the authors was to avoid an enlightening or assessable result. (We're waiting for more on the 'interleaved study' because what's published offers no evidence suggesting this 'solution' might actually work, let alone an idea of local universes, number or location of the more viable spectrum/communities reached.) Other studies contracted from the principal consultants Analysys have themselves been sub-contracted: Russian doll of an iceberg. Though it is one of the contracted-out studies which make the most important overall contribution, going to the very heart of Ofcom's remit and obligations; that we'll introduce here: the **DDR Research**.

And as one ACTO contributor advised .... "One thing I intend to say is that a document like **Digital Dividend Review** should be issued in hard copy form. I don't like reading several hundred pages on a computer and issuing it only in this form restricts who can access the study via broadband. Once again the public are excluded because they won't be bothered if it is so hard to access a policy document".

So immediately we're faced with our swithering problem: no matter which reader you might be there's very little chance that you'll have read the main **DDR** report let alone any of the submerged contributions upon which it is supposedly based.

The point we need to make here is that the main **DDR** report is not based upon the evidence of the commissioned consumer research. The consumer research makes compelling *citizen* research - and it's vitally important for the citizen not to lie down and play Ofcom's compliant consumer. There are several devastating conclusions reached in this research arising from asking the citizen-consumer how regulation should continue, what services are their priorities, what the digital dividend should be used for and what future quality services should be like (and which are crap and should go).

This **DDR Research** is a slap - no, it's a blow - to Ofcom's conceit that market regulation has to prevail. Sorry Professor Cave, it is not wanted, it is not appropriate, companies are not trusted and the researchers place the Government back centre stage to hold spectrum in trust in the public interest: elsewhere we suggest how trading won't work and will render spectrum *inefficient*.

Since you are unlikely to have read this contribution (you might, I hope, seek it out from Ofcom's website) we've reproduced it here in digest, concentrating on the Local TV, regulatory and universal demands. The conclusion we would draw attention to - not to make ourselves, because that seems powerfully evident - is that Ofcom needs to look very hard at the claims that have been made on behalf of a universal local public television service and to stop pretending that the market can/will or should deliver and - more important stop suggesting the market can be trusted as a

regulator:

This **DDR Research** reinforces a study by MORI undertaken for Ofcom's **PSB Reviews** - where viewers required Local TV to be on DTT and perhaps later on broadband once IPTV became well established.

In what follows, the typographical emphasis belongs to the researchers. Where paragraphs have been abbreviated internally dots have been added. On two occasions normal caps are used by us to make an emphasis.

## **A LOCAL TV DIGEST: barely edited extracts from A Report of consumer research conducted for Ofcom by Holden Pearmain and ORC International (the DDR Research)**

### **Research Objectives**

Quantitative:

- To improve Ofcom's understanding of the value to consumers and society of the potential services which may make use of the digital dividend spectrum;
- To measure the relative importance and value to consumers and society of these services; and
- To measure the relative importance and value of service attributes (these are key service characteristics, such as the level of coverage, which are likely to influence the value to consumers and society of the services).

Qualitative

- To validate/challenge and add context to the quantitative research; and
- To explore in greater depth the value to society associated with new services on digital terrestrial television, mobile television and mobile broadband internet services.

1.8 The consumer research was commissioned to form part of the evidence base for the Digital Dividend Review. Consumer views and opinions formed an important part of the evidence considered by Ofcom in developing the consultation on the award of the digital dividend spectrum.

1.9 In particular, the consumer research evidence has been relied upon:

- To assess the value to society of potential uses of DDR spectrum; and
- To inform analysis of the willingness to pay for spectrum and for economic modelling.

### **OVERVIEW**

**Additional standard definition channels, local TV channels and mobile broadband services potentially have small amounts of additional value to society.**

2.7 Local TV displayed the lowest willingness to pay, despite being rated as a relatively important service.

### **DTT**

**The value to society of new standard definition channels was dependent on socially**

## **valuable content**

2.9 In the qualitative deliberative research, where the value to society of new digital services was discussed, respondents made clear that the additional value to society of new standard definition channels was heavily dependent upon the content being socially valuable.

### **Value to society**

2.15 Mobile broadband internet, additional standard definition channels and local TV channels were all identified by consumers in the quantitative research as having potential for small amounts of additional value to society – over and above the service's value to individuals.

2.16 It should be noted that although we have been able to identify which of the services become more important in the social context, this does not necessarily mean that citizens value social considerations more *per se*. People may value individual benefits over and above social ones.

### **Universal coverage and access were seen by consumers to be the main criteria in deciding whether new services have potential additional value to society**

2.17 Group discussion in the qualitative deliberative research gave deeper understanding of exactly what consumers saw as important factors in achieving additional value to society from these services. A major finding from this research was the importance of the principles of universal coverage and universal access. These were widely held principles, commonly seen as a starting point in discussion about the additional value to society of digital services. It was strongly believed that for services to have additional value to society, no one should be prevented from using them because of financial, geographical or other reasons.

### **For DTT, the quality of content rather than the quantity of channels was seen as the greater driver of additional value to society**

2.18 In the deliberative research, it was unanimously thought that ensuring universal coverage should come before providing additional channels....Many of the current Freeview channels were thought to be of poor quality, and so the proliferation of new channels would be no guarantee of better quality, and indeed could lead to a 'dumbing down'.

### **If local TV services were 'too local' the additional value to society could diminish**

2.19 ... Some felt that local TV could be of additional value to society, but in order for it to be valuable at all, the local community had to be of a sufficient size to generate sufficient news and issues specific to that area, and so provide engaging content on a local TV service.

2.20 Consumers appeared to link local issues with additional value to society.....The results showed that issues relating to the availability of local news and information tended to be rated as more important than the availability of other new services throughout the UK.

4.12 However, when the choice is not forced, mobile broadband, more DTT channels and local TV all were rated as having greater importance in terms of value to

society than to the individual.

4.14 ... The omnibus research also suggested that improving mobile phone service had some perceived additional value to society. This is perhaps related to the importance of coverage in assessing the value to society of a service, as identified by the deliberative research.

### **Deliberative research**

**While additional standard definition channels and local TV were thought to offer potential additional value to society, mobile TV and HDTV were perceived as niche services, with little or no additional value to society**

4.23 In the majority of cases, additional services on DTT were felt to be the most important service, followed by mobile broadband. Mobile TV uAs considered to be more of a luxury. The reasons given for these decisions appeared to be driven, to a large extent, by participants' views that value to society was dependent on a service being available to and valued by all. In the deliberative research, additional services on DTT referred to increased number of standard definition channels, local TV services and high-definition TV services.

4.24 New services on DTT were considered to offer the most value to society because they were likely to have the greatest appeal to most of the country, and could broadcast community information. (LOCAL TV)

5.4 ... the number of additional Freeview channels was the most important consideration, closely followed by universal breadth of coverage. The qualitative research, where participants were encouraged to think more consensually, both explicitly and also implicitly as a result of the group environment, confirmed the importance of universal coverage in the context of value to society. This was deemed the most important consideration across all groups, regardless of age, class or geography.

5.6 ... BBC channels and channels like ITV, Channel 4 and Channel 5 were preferred over other commercial channels (that were like other channels on the current Freeview offering) and pay-per-view channels.

### **Universal access was the first principle of any DTT debate**

5.16 The qualitative research allowed and encouraged more consideration of the societal, as opposed to the private, benefits of DTT. The findings from this process showed a strong feeling that at the heart of any discussion about the value to society of DTT (or indeed any service) must come the principle of universal access. Respondents commonly felt that no segment of society should be denied access to the benefits of new DTT services because of financial, geographical or other barriers.

5.17 However, there was also common agreement that access for all did not have to mean that all must access. ... It was also believed across the groups that breadth of coverage was more important than a no-cost (i.e. free) service and that coverage should not be sacrificed to achieve this, and that the principle of excluding no-one on the basis of the cost of achieving coverage should be adhered to..

5.19 Another view commonly held across the groups was that the proliferation of new channels would be no guarantee of better quality, and indeed could lead to a 'dumbing down'. To a large extent it was felt that providing value to society is more a function of the quality of the channels than the quantity.

5.20 However, it was also recognised that providing value to society is a trade-off between the number and quality of channels, and that an outcome of additional channels could be the ability to cater for a wider range of interests.

5.21 In addition to enabling more niche channels, additional channels were seen to be capable of offering a wider range of programming to a broader audience. It was perceived that value to society can be generated through the provision of healthcare services and international / other language TV channels, thereby providing an insight into other nationalities and cultures.

### **Local TV services were perceived as potentially valuable to society, though the quality of content was important**

5.23 Views on the value to society of local TV were more varied, and subject to some caveats. Certainly some felt that Local TV could be of value to society, but in order for it to be valuable at all the local community had to be of sufficient size.

5.24 There were concerns that where communities were too small local TV would not be cost-effective, and there may be insufficient interesting content to warrant the channel.

5.25 Furthermore, taken to its logical conclusion, some people felt that Local TV could prove counter-productive. Coverage of very local events could actually discourage some people from attending an event, damaging community spirit and the value to society of the event.

5.26 Respondents were asked to rate the importance of a series of statements that assessed the importance for UK society of new digital services. Statements that had the highest level of agreement tended to be focussed on local issues.

5.27 The issues that were most often rated as most important were:

- Computers in public buildings are able to connect to the internet at low cost.
- Local news and information available on TV at home
- Local news and information about your area available from at least one media source
- Programmes about community, local people and events are available on TV at home

5.28 The first of these statements aligns with the importance attached to universal access uncovered in the qualitative research with regard to DTT. The importance of local TV is emphasised in the quantitative research, but should be subject to the caveats uncovered in the qualitative research with regard to the content and the definition of "local", as described above.

### **One local TV channel appears to satisfy most of the demand for local TV**

5.32 The increase in value associated with offering three local TV channels instead of one appears to be marginal, suggesting that the incremental value of local TV channels might drop rapidly after the first channel. This is consistent with the deliberative research.

## **What constitutes value to society?**

### **Universal coverage and access came out as the guiding principle of value to society**

8.1 Some issues came through much more strongly in the group deliberation than in the quantitative research ... The main example of this is universal coverage, which is viewed consensually as very important. A distinction was also seen in the value attached to each of the three main digital services presented to respondents. In the quantitative research mobile broadband and mobile TV were seen to be of broadly equal value, behind DTT (which included Local TV in this element of the study). However, in the qualitative research, mobile TV was clearly the lowest priority, labeled by some as a luxury, niche service.

8.2 Therefore, views in the qualitative research about the impact of new services on the community varied depending on how 'community' was defined. One benefit of new digital services was seen to be increased communication between people who may be geographically far apart but share common interests;

8.3 However, it was also felt that society could become less community-oriented in a traditional sense, as communication 'through a computer' displaces face-to-face communication.

## **The value to society of new technologies**

### **In the quantitative research consumers differentiated little between individual needs and value to society**

8.4 The quantitative research suggested that respondents did not draw major distinctions between private / consumer value and value to society. Two hypotheses for this are:

8.4.1 Respondents viewed private value and value to society as one and the same, so the value to society is merely an aggregate of private needs (hence there is no additional value to society). The quantitative research comprised individual interviews, where there was no social pressure, as there may have been in the consensual context of the group research.

SUBJECT OF COURSE TO ITS BEING ACCEPTED THAT UNIVERSAL AVAILABILITY IS THE PRIORITY OF THE RESPONDENTS - SO NO DIFFERENTIATION NECESSARY?

8.4.2 Respondents found it too difficult to imagine a 'national view', so instead gave an answer from their own perspective.

... ALSO SUBJECT TO IT BEING ACCEPTED THAT THESE ARE ONE AND THE SAME IF UNIVERSAL AVAILABILITY IS THE ACCEPTED PRIORITY ...

### **In the deliberative research, participants identified features of some services that could be valuable to society**

8.5 The deliberative group research was useful in presenting the issues to respondents in the context of value to society, and allowing groups to debate the issues before producing their own findings.

8.6 In non-trade-off exercises some additional value to society was attached to additional DTT channels, mobile broadband, and local TV. In the deliberative research (where consumers were encouraged to make a more considered judgement) value to society also appears to have been attached to additional DTT chan-

nels (dependent on content), mobile broadband, and local TV (with caveats about the definition of local). The importance of mobile broadband was also higher when viewed in the deliberative societal context.

### **Across all methodologies, there was no evidence of additional value to society for HDTV or mobile TV**

8.7 Across all research methodologies employed, there was no evidence of additional value to society for HDTV channels or mobile TV services – the former was poorly understood and the latter was perceived as a ‘luxury’, and probably niche, service.

8.10 ... the quantitative findings again echo the principle of universal access as commonly expressed in the qualitative groups.

### **How do consumers feel spectrum should be allocated to maximise the value to society?**

8.11 The DDR spectrum could potentially be awarded for use in a number of different ways. Participants in the deliberative research were asked whether they thought awarding the spectrum through the ‘free market’ would deliver the best, most valuable to society, outcome for the UK or whether ‘Government’ or some other authority should have some influence over how the spectrum is used.

8.12 There was universal agreement in the groups that some sort of intervention was necessary to ensure that services that are valuable to society are made available to the maximum number of people. Respondents felt that the private sector alone, being motivated by profit, would not necessarily deliver services that are valuable to society.

### **Financing services that have value to society**

#### **It was commonly thought that the cost of implementing new services should be split between the Government, companies running the services and consumers**

8.13 In the deliberative research it was generally thought that the cost of implementing new services should be shared between the Government, the companies who will benefit from DSO and consumers.

8.14 However, many felt that a tax increase was not appropriate to part-finance the provision of services for value to society. Furthermore, if there were additional costs involved for the consumer, there needed to be an element of choice in the payment for additional or even core services.

8.15 However, it is fair to say that there was a widespread set of opinions on this matter, not least because there was some confusion about who would be paying for what, and who would benefit from these payments. Participants were not briefed in detail on all the complex issues relating to this.

8.16 It was also a common opinion that as the airwaves are a national resource, some control should remain with the Government. If this does not happen, then what was once available as a ‘public’ resource may be used for services that do not benefit society. The groups held the strong opinion that an independent body is required to ensure that a good quality service is provided to the maximum number of people.

8.17 Emphasis was placed on the quality of services, rather than the quantity of chan-

nels. It was unanimously thought that ensuring universal coverage should come before additional channels. Many of the current Freeview channels were thought to be of poor quality, and so adding more would be a waste of resources, unless some kind of regulation was in place to ensure the quality of new content. However, there was a balance to be struck, and it was felt that a regulatory body should not become so interventionist that it bordered on, for example, content control and censorship.

8.18 In addition to the concerns about the quality of programming, there were also concerns that the proliferation of channels was potentially at odds with providing value to society.

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

*LOCAL television REPORT - ACTO local public service television papers, VOLUME TWO* ISBN: 1 899405 08 9, published by School Press/ACTO/Institute of Local Television, (September 2006). Softback. CONTENTS Introduction, ONE Review & Analysis: Ofcom's *Digital Local: Options for the future of local video content and interactive services*, Ofcom's *Digital Local: Response and Further Review*. TWO Local Public Service Television Broadcasting: What is *not* clear about Public Service?, European Local Public Service Television, Delivering Ofcom's Digital Local with Public Purpose. THREE European Background: Assessing Opportunities for Local TV Across Europe, John Glover, Ofcom. FOUR: MORI's Local TV Study for Ofcom, Speed Reading MORI's 'Programmes in the Nations'. FIVE: Local TV: Who's interested? *Scottish Local TV Forum* Peter Williams, Kent; Eva Dekanovska, Slovakia; Nic Millington, Herefordshire; Brendan Murphy, Perthshire. *Borders Local TV Briefing* Scottish Borders Council, John Askew; Fife, MiMAC, Fife, Graeme Campbell; *Belfast NvTv*, Northern Visions. SIX Digital Frontline: Technical Overview, Programming Introduction, Grant & Production Funded Local TV. SEVEN Switchover and the Consumer: Trisha McAuley, Scottish Consumer Council. SEVEN Local DTT Engineering: Achilles' Heel or Fall Guy?, Add/Drop, Serge Francois, Terayon. £28.50 inc p&p 200pgs with DVD.

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.

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