

ACTO7

local public service television directory

**CASE HISTORIES: FIVE
CHANNEL SIX DUNDEE
plus AUDIENCE RESEARCH
LAST CHANCE TO BOOK
FOR BERLIN MEDIA LITERACY
CONFERENCE**

**That 'LOCAL TV BOOK' -
SPECIAL OFFER from ACTO**

**.. and no show/no score at the
Manchester Local TV Forum**

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 9) 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 seventh 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.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/

..... 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

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

Channel SIX Dundee - background

This was a music based terrestrial RSL (restricted services licence) channel broadcasting to the southern half of Dundee from 2001-2002. SIX provided a kids cartoon service in the mornings, music videos through the day till late afternoon, more cartoons, music videos and an ever growing collection of twelve to fifteen minute locally made programmes.

Interspersed with music videos were short interviews with local and visiting bands, musicians and performers, vox pops and commercials. The evening's local programmes included Talking Pictures - a review of movies coming to local cinemas with a short film, animation or interview with the filmmaker; the Book Show - interviews with authors and coverage of the Dundee Book Festival; the Art Show - later Art in Scotland - providing coverage of local and visiting artists and exhibitions coming to Dundee, Edinburgh and Aberdeen; coverage of Scottish Students on Screen, local degree shows from college and university, video art and animation plus reporting of Dundee events - including Blues Bonanza, Tall Ships, Snooker Competition, Dance Festival, Beatles Convention, Abertay University video games school and T in the Park. Channel Six Dundee was described as a browser channel, designed for tuning in when there was nothing else to watch. It attracted a very wide following, from parents with young children to older teens and younger adults.

The channel encouraged local bands to make music videos, local artists to submit work or to have exhibitions filmed. SIX was supported by local commercials and dial-up premium rate phone calls - enabling viewers to select music clips or short sections from longer programming - say, a clip from a film appearing at a local cinema. The weekly Viewers' Choice Top Ten usually included a local band or two, jostling for position with the usual music videos. A night-club based programme - Clubbed Up - was imported from a local TV channel in Southampton, swapped for similar programming made in Dundee.

The bed of music and cartoons was localised with phone requests, local bands, commercials and community programmes. Vox pops provided a weekly short commentary on topical issues picked up on video from around the city. In the later months onscreen voting was introduced using a simple yes no barometer and standard rate phone to vote on the topic of the week. Viewing figures were high across the whole day while the music format and strong identity introduced local programming to those who might not otherwise have watched. The local programmes popped up at regular intervals - flagged up on screen and on teletext - and gathered a following for the channel from across a wide age range.

Teletext was used extensively, for local advertising, local announcements, council information pages and timetables - bus, train and plane. The channel was on air for a little over a year. By the end of its first six months it was the most popular TV channel in Dundee for the 5s-24s and second to BBC1 for the 5s-44s (see Press Release, page 7).

Among younger viewers it quickly became the default channel. Viewing was aided by good reception on portable TVs as well as main sets which meant that if older adults were watching something on the main set the younger members of the household could watch Channel Six Dundee in other rooms and also students could pick up the signal on portable TVs.

Urban myth perhaps, but husbands were alleged to phone wives while viewing in the pub saying they'd just dialled Channel Six for their favourite video.

Channel SIX Dundee: Products/revenue streams October 2001

Primary service: 24 hour local music television channel

Transmitting music, animation and local arts programming supported by commercials, teletext and grant (application in hand for arts). Potential reach of 125,000 currently reaching 75-80,000 viewers across Dundee.

Selling of airtime is a new concept in terrestrial television although the approach is becoming understood, Shopping Channels are the prime example. 3 hours per day can be sold in 15 minute blocks: TV in the form of advertising features/advertorial.

Additional programming over and above sustaining service is supported by sponsorship of production and transmission cost (typically £1k production and £1k transmission per half hour) or by grant (arts magazine programme – application in hand). Some of this programming falls within the 'shopping channel' category.

Local programming includes - Beatles Convention, Stan's Pool Competition, Jump n' Shout, East meets East - produced on sponsored basis.

Funding being sought to cover filming building of Maggies Centre at Ninewells.

The company is keen to develop civic affairs programme with the support of Dundee City.

Arts programming – a fifteen minute per week show on the arts titled Cultural Quarter – is subject to an application in hand to Scottish Arts Council (SAC). This to support improved quality recording and staffing and to cover all arts except popular music and cinema.

Further arts programming from across Scotland (following on from remit at Edinburgh Television). This will be subject to support from ArtsWorld (subject to agreement on terms, by end of month) and with LBG (subject to agreement on content, other terms agreed).

Channel Six Dundee will screen the Scotland wide arts programming. Discussion has started with officers at SAC and the SE on funding a programme on modern architecture in Scotland.

Programmes on individual contemporary Scottish artists will be subject to proposals to SAC.

Other products which the company is developing:

Video music channels on hard disc

Providing MPEG encoded video channels together with weekly CD updates to support music television for

nightclubs

proposal from Mardi Gras

casinos

contract pending

sustaining elements of other local TV stations in negotiation

Music videos for bands

Small studio when equipped to provide (mainly) unsigned and local bands with video product (performance or mime) for screening on local TV stations across UK. Channel 6 not alone in this initiative, but have specialised with some success in this area. Local/unsigned bands would be introduced into mix of music offered on hard disc to clients.

Grants to bands to make music videos being explored.

CDs of local bands

A pilot scheme to produce on-demand CDs (and video cassettes) of tracks by local bands appearing on Channel Six Dundee – for promotion and sale revenue.

To record the music for CD would require more extensive upgrade of studio than envisaged. Also staffing impact. Co-use of Viz facilities may result in this capacity being available. First CD hopefully out for Christmas.

DUSA TV Society

University of Dundee Television Society to raise funds to buy airtime on Channel Six Dundee for 30 minute programme. Channel Six to support with equipment for editing, staffing of broadcasts. Similar facility would be offered to Abertay and Dundee College if successful.

Talking Pictures

New movie based programme presented by Mairi Thomas, Cinema Development Officer and shot (mostly) in DCA. This film review programme may be taken up across Scotland by local TV stations as part of Local Broadcasting Group (LBG) contract.

Student videos

Funding proposal with Scottish Screen to provide short introductions to film and video courses across Scotland for screening at Scottish Students on Screen and on local TV channels across Scotland.

Video production for corporate clients, video cassette sales and/or TV broadcast

In this case the client pays for the production of the video with intention of recovering cost from cassette sales or other non-broadcast products. Airtime to transmit is offered where appropriate.

Rental of studio for photo shoots, music production for games

Studio to be developed to higher standard than current investment permits. Rented with existing studio based equipment (£70-100k) for media presentation training, corporate videos. With satellite up-link/land-line (see below) from studio to PO tower London could be hired to link Dundee with anywhere for TV broadcast.

Television outlet for nightclubbing programmes

Providing a TV outlet to live and pre-recorded programming from city nightclub in first instance for transmission fee/sponsorship. Currently nightclub investing in dark fibre link to our TV studio. This to enable events (eg) in nightclub to be transmitted live across Dundee – with satellite/landline on to other channels for UK etc broadcast. Nightclub capacity 2000 – venue suitable daytime for (eg) live fashion show, corporate presentation etc.

Channel 6 Roadshow

Proposal in association with Nightclubbing Scotland for roadshow coach – to visit schools, openings, galas etc and to tour local bands across Scotland. First appearance at Freshers Week.

Production of civic programme on policy issues

Proposal discussed with officers of City of Dundee – awaiting decision, but weekly/fortnightly civic affairs programme envisaged at +- £30k per annum.

Production of computer games/robotics etc programming

Series for transmission across local TV stations subject to balance of funds being secured.

Channel 6/New Media Server software/hardware solution sold to the stations, nightclubs etc

Promotion across UK and abroad – royalties to Channel 6 to discount balance of equipment fee plus provide dividend. Brochure at Chinese trade fair – is there a market for local TV in China?

TV Parties

Channel Six parties on-air being developed with Raffles (for over 18s) and with Jungle Kids (for 3-8 year olds). Party is videoed, music and cartoons selected, edited programme broadcast Saturday and Sunday afternoons. On-air by Christmas. Promotion on-air now.

Animation & graphics

Project in discussion with D C Thomson for piloting animation of existing cartoon characters. (See also training below)

Graphics expertise for local TV well developed. Envisage providing graphics for other channels in association with music. In last three months of service contract to run Edinburgh Television graphics was made and delivered (via ISDN) from Dundee onto Edinburgh Television.

TV Gallery

A small gallery has been built in the basement at our offices at Nethergate to enable artists to display work on the local TV channel. Each programme would comprise 15 minute advertorial/infomercial – those interested in viewing the work with a view to purchase would visit gallery by appointment to meet with artist. Channel Six would take percentage of each sale. Artists could borrow DV camcorder/digital camera to provide location footage etc for their programme/artwork.

Training

With Institute of Local Television establishing training base for post graduates in local television broadcasting. This subject to talks initiated by Scottish Executive on training for new media industries. >£3000 per month already privately sourced for first year. This estimated to be approximately 20% of requirement, balance to be sought from SE and other agencies. Channel 6 Dundee in strong position to become major training provider subject to studio upgrade and further accommodation at Seabreas. The Institute would hire studio etc from Channel 6.

Eventually Institute would seek validation with University of Abertay if course were to run from Certificate to Diploma or Masters.

Currently one post-graduate MPhil student studying at Channel 6 as learning centre on University of Abertay Women and ICT programme. Dissertation on development of community television. Two other students being sought to develop pilot programme to translate locally originated cartoon characters into animation for small scale TV and as video game characters. Invitation to D C Thomson to support in hand. Meanwhile local cartoonist Roger Kettle's Beau Peep character has been secured. Advertisements seeking students being screened on Channel Six Dundee.

With Television Trust/Association Scottish Small Scale Broadcasters subject to grants (EU and Lottery) - to provide a split base - Aberfeldy - Dundee - for community based training in video production and editing within ICT initiatives. A £4000 contribution may be available from Edinburgh Television Trust to purchase editing facility which would be sited at Aberfeldy.

Grant raising capacity required by ILT to secure funding in training. Staffing required together with teaching space – canteen at Seabreas???

Future expansion

Satellite or ground link to enable UK wide student oriented TV service based on Channel Six Dundee with focus on unsigned bands possibly with simultaneous webcast to university campuses.

or

to locate and set up similar station to Dundee

either would utilise Edinburgh Television encoder and server equipment (£30-40k).

Conclusion

The studio in Seabrears requires fitting out. Portable studio facilities need to be acquired for Circus studio.

PRESS RELEASE

December 2001 - Channel Six Dundee Audience Research

This survey of viewers of Channel Six Dundee was conducted via face to face interviews in the last week of November and the first week of December 2001. The study was organised and collated, independently for Channel Six Dundee, by Scott Cook and is based on street canvassing of a representative sample.

Key Findings:

- Channel Six Dundee is the most watched terrestrial TV channel among 5 to 24 year old viewers in Dundee

Channel 6	1hr 5mins
BBC1	1hr 2mins
Grampian	58mins
Channel 4	49mins
Channel 5	31mins
BBC2	16mins

- Channel Six Dundee is the most watched commercial terrestrial TV channel among 5 to 44 year old viewers in Dundee based on average total hours watched per day

BBC1	1hr 9mins
Channel 6	1hr 7mins
Grampian	1hr 6mins
BBC2	23mins
Channel 4	48mins
Channel 5	33mins

Local programming research among 5 to 44 year old viewers of Channel Six

- 31% have seen New Releases - the 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, shown 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
- Channel Six Dundee launched on 31st May 2001

For more information on Channel 6 market research, schedules and advertising

Contact: **Ian Waldie**
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Ends

Invitation to the Berlin European Media Literacy Conference IV Media and Social Intervention

November 11 - 13

Location: Offener Kanal Berlin, Voltastr. 5, 13355 Berlin **Contact:** linke@okb.de

General aim

An increasing number of media initiatives across Europe show a wide range of different content, contexts, audience groups and local media output. This Media Literacy Conference invites people from these initiatives to develop a better expertise in the approach and results of their media work and to deepen democratic and direct media impetus in Europe.

The topic of "*Media and Social Intervention*" focuses on methods and examples which helped people to develop their own critical voice through the use of independent media.

The Media Literacy Conference IV would like to continue the dialogue which was started three years ago. Project presentations, workshops and open discussions will contribute to develop our coalition of European partners supporting media literacy within the wider framework of the new organisation "Open Channels for Europe!".

BOOKS, REPORTS & PUBLICATIONS

LOCAL TELEVISION RENEWED: essays on local television 1994-2005 published by School Press for the Institute of Local Television, August 2005. 112 pages, available in pdf format at £7.00 from 5th August or as a softback book at £13.50 inc p&p from 30th August 2005.

ACTO OFFER - THROUGHOUT NOVEMBER - softback £8.00 inc p&p

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 under way 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: 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 (or £7.00 for single copies in pdf format downloaded to your email address.) 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

Personal cheques for books and/or the pdf version of Local Television Renewed should be made payable to 'Institute of Local Television' and sent to

Institute of Local Television 13 Bellevue Place Edinburgh EH7 4BS Official orders and further enquiries can be sent to the address above or to local.tv@virgin.net.

BECOME A SUBSCRIBER

YOU CAN BECOME AN INSTITUTE OF LOCAL TELEVISION SUBSCRIBER, RECEIVE ACTO - the local public service television directory - and other publications for £30.00 per year (or free if you can make the case!)

OFCOM LOCAL TV FORUM in MANCHESTER 1st November

A game of two halves - with a great start by the Local TV presenters including several decisive deliveries and some vigorous tackling. With the Minister confined to the dressing room the home team lacked passion and throughout the second half their technical contribution failed to carry the game anywhere near the visitor's goal full report when transcript and overheads are circulated by Ofcom.

AND FINALLY

request a copy of the local TV logo - will be sent to you as a small jpg file and pdf file to cut and paste into newsletters, letters, emails and publicity

Local 



To contribute to ACTO - offering further reasons for local TV in your area, examples of local TV activity, expressions of interest in local TV, forums, research, events etc - email to local.tv@virgin.net

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