

# Scottish Local TV Forum

digital local television for scotland  
delegate paper #3

**Channel Six Dundee,  
e-tv Aberfeldy,  
local music videos,  
Artists and Writers' Stories,  
graphics showreel +  
Channel Six Dundee  
viewing figures**



Institute of Local Television



COSLA



The Broadcasting Trust



## **Channel Six Dundee, e-tv, local music videos, Artists and Writers' Stories, graphics showreel + Channel Six Dundee viewing figures**

The following serves as a brief introduction to programming made between 2000 and 2003 for two local Scottish TV channels, of contrasting scale and ambition. Some of the films will be among those playing from DVD in the reception area at COSLA throughout the Scottish Local TV Forum.

### **DVD 1**

#### **Channel Six Dundee - background**

This was a music based terrestrial channel broadcasting to the southern half of Dundee from 2001-2002. The channel 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 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. The channel 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 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 on screen 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 6). Among younger viewers it quickly became the default channel. Viewing was aided by good reception on portable TVs 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 put up a request on Channel Six.

### **Channel Six Dundee - 30 minutes in November 2001**

This showreel begins with local commercials produced by Dundee graphics and film company ABQ. The music videos that follow are identified by name, artist and request number for viewer choices made by premium rate phone. Information across the bottom of the screen adds information about the channel while the '6' logo appears in the top right corner. This portion of DVD1 is a music segment including some Viewers' Choice Top Ten. Note the requests for videos appear as small phones in the bottom right of the screen.

### **Local Music Videos**

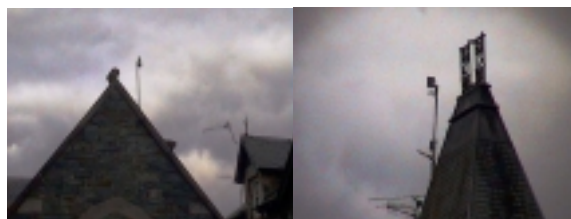
Selection of local music videos made for Channel Six Dundee and presented here as they were later shown on 'e-tv' (with the 'e' logo in top right). Includes film of the Dundee heat from a Scotland-wide pop talent show Jump 'n' Shout.

## **DVD 2**

### **e-tv background**

During 2002-2003 a year long trial of an inexpensive TV station was run by the Institute of Local Television in Aberfeldy. Loosely based on the Channel Six Dundee model 'e-tv' (experimental television) transmitted to a local hotel and a bunkhouse on the 2.4Ghz frequency normally used for video senders and CCTV. 2.4Ghz does not require a licence at low power. Aberfeldy is within the transmission area of the long running community radio station Heartland FM. Three or four of the Heartland volunteers came up with projects for e-tv and two programmes were copied to mini disc and edited with additional commentary as radio pieces for Heartland, exploring possible synergy between community radio and local TV.

The channel was run by volunteers working for The Broadcasting Trust and included a mixture of sponsored and paid for promotional videos, covering cultural, historic and tourist themes. The channel's local content would be mixed with archive arts shows often made around the Edinburgh Festival or imported from Dundee.



*2.4Ghz transmitter sited on the Locus Building, Aberfeldy with reception and retransmission at The Palace Hotel*



*Asif Naseer testing the parabolic antenna at the Glassie Bunkhouse which is receiving the e-tv signal from Aberfeldy*

Programmes were encoded onto an inexpensive server and played out on a schedule that (like Dundee) could be overwritten by premium rate phone requests from the hotel or bunkhouse. Leaflets were left in the hotel providing instructions and listing the videos available on the server. The schedule would stay the same for three-four weeks and local programmes would be interspersed with fresh archive footage.



*e-tv server, VHS back-up and teletext inserter at studio in Aberfeldy (smaller box on top is router)*

Programmes were made within the area involving the local community in training workshops run by ILT and the Trust. A small cinema beside the local tourist information office also screened the films that were likely to be of interest to visitors.

## **e-tv programmes**

A sample of local programmes from the e-tv channel in Aberfeldy:

### **Rebuilding Scotland**

A 14 minute introduction to the work of local architect Mark Walker and his 'Cedar House'. Filmed in 2002 by The Broadcasting Trust with support from the Scottish Executive and The Lighthouse to promote public participation in rural planning and development. Budget £4000.00

### **Panto: the movie**

4 minute video produced by the Cool Gang from Breadalbane Academy on Aberfeldy's Pantomime. Budget £0.00

### **Spirit of the Games**

Mel Bonn's 12 minute feature on young dancers' preparing for the 2002 Aberfeldy Games. Produced with the support of the Millennium Commission and the Institute of Local Television. Budget approx £4500.00 including training.

### **Clan Donnachaidh**

A 3 minute version of a fund raising video produced as an historical introduction to the clan which has strong links with the local area. Budget £700.00.

## **Adamnan**

A 12 minute introduction to the life and times of Glen Lyon's St Adamnan, biographer of St Columba and 'protector of the innocents'. Locally produced by Jason O'Flynn in partnership with the Institute of Local Television. Budget approx £4000.00 including training.

## **Dull Kirk Dig 2003**

A 7 minute video on the 2003 dig which uncovered a possible gravestone for an 8th Century Irish Bishop. Produced by The Broadcasting Trust. Budget £0.00.

## **DVD 3**

### **Artists' Stories/Art in Scotland (Art Show) - Writers' Stories (Book Show)**

These two programme strands were begun at Queen Margaret University College in Edinburgh by Robert Morgan in 2000 while a student on the MA course in Local Television. They were continued when Robert worked at Edinburgh Television channel and followed at Channel Six Dundee. The series has been added to since for circulation on DVD and transmission on local TV channels, most regularly on NvTv in Belfast and last November in a week long celebration of local TV from Scotland on Offener Kanal in Berlin.

Made by volunteers and staff and assisted by artists contributing their own videos these programmes are typical of the 12-15 minute show made by Edinburgh Television and Channel Six Dundee. Staff were typically involved on one-two 12 minute programmes each week in addition to crewing for colleagues. During festivals - such as the Edinburgh Science or Book Festival - as many as thirty-forty programmes would be shot over a fortnight involving volunteers and students on work placement. Subsequent videos would be edited by students or staff, overseen by staff. Taking into account wages and other overheads a very rough estimate would budget the simple talking-head focused, single event programme at between £1000-2000.00 per hour. More complex programmes (not on the showreel) such as Cityscape on environment and city planning as well community programmes Diverse TV and Politics Show - were made over a longer time-frame with budgets ranging from upwards of £2-3000.00 down to zero.

### **Graphics Showreel**

The second element of DVD3 is Toubie Jack's Channel Six graphics showreel. This provides a useful starting point for assessing day to day production values for a small-scale TV channel. Channel Six Dundee viewed the graphics for commercials, logos and programme titles as 'glue' holding the channel together and providing a local identity throughout periods of sustained music videos.

More lavish graphic input - mostly for longer running commercials - features at the start of DVD1 as part of Channel Six Dundee 30 minutes in November 2001.

## **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

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