



TAKING THE AIR AGAIN

FRI.30.NOV.2007 - Filmbase
(10.00am)
SAT 01.DEC.2007 – IFI
(11.00am)

*community stories
in a digital life*

III Brought to you by the Community Television Association, *Taking the Air Again* will explore

- **Digital Storytelling** as a community programme format;
- **Running a community television station:** case studies from Europe and the USA;
- Community Media in the **European Union:** European Parliament report; and building an EU wide lobbying Platform

III This seminar will be of interest to:

- Community channel members; Province 5 TV, DCTV, CcTV as CTA
- Community video producers
- Everyone interested in supporting Community Media in Ireland and Europe.

III Speakers include:

- **jesikah maria ross** (Saving the Sierra)
- **Laurie Cirivello** (Grand Rapids Community Media Centre)
- **Rui Monteiro** (Indvandrer TV)

III Come to share your experiences, engage in workshops, benefit from international experience and network for your next community television production.

III *If you wish to contribute more formally to any of the sessions, perhaps with a 10 minute presentation, please contact the organisers. All Sessions will have plenty of time for discussion.*

III Please visit <http://www.mediaconference.ie/?p=25> for more information, including a full schedule and links to resources and background information.

III The event is being organised by Dave Dunn of MediaForum on behalf of the Community Television Association.

III Register your attendance with Dave: dave@mediaforum.ie / 086 3825123

FRI. 30.NOV	<u>VENUE: Filmbase (Basement)</u>
10.00	REGISTRATION
10.30	Seminar Opens
10.40	Setting the Stage
11.30	CTV Models in the US: The Big Picture
12.35	Channel Profile A case Study of Grand Rapids
13.30	LUNCH
14.30	Digital Storytelling: Models and Methods I
15.45	Digital Storytelling: Models and Methods II
17.00	CONCLUDE
SAT. 01.DEC	<u>VENUE: IFI (Meeting Room)</u>
11.00	CTV in Europe and the EU
12.00	Panel Discussion on CTV Models <ul style="list-style-type: none"> ▪ Laurie Cirivello ▪ jesikah maria ross ▪ Rui Monteiro
14.30	SEMINAR CONCLUDES



FRI
10.40

Setting the Stage

Seminar opener:

- A *meet and greet* amongst presenters and participants
- *tour de table* listening to issues and challenges for participants

FRI
11.30

CTV Models in the US: The Big Picture

- How they are structured
- How they are funded
- Training models
- Public policy
- Trends

FRI
12.35

Channel Profile A case Study of Grand Rapids

- How GR is wrestling with the challenges
- Challenges with new media

FRI
14.30

Digital Storytelling: Models and Methods I

- A format and training model
- Philosophy and approach
- Training Process

FRI
15.45

Digital Storytelling: Models and Methods II

Case Studies of digital storytelling projects designed for

- outreach
- organizing
- creative self expression
- community representation

SAT
11.00

CTV in Europe and the EU

'Community Media in the EU'

- European Parliament's recent report,
- Current EU policies,
- Funding and resources opportunities, and
- The opportunities of European wide networking and lobbying.

SAT
12.00

Panel Discussion on CTV Models

Panelists:

- Laurie Cirivello (Grand Rapids CMC)
- jesikah maria ross (Saving the Sierra)
- Rui Monteiro (Indvandrer TV)

Laurie Cirivello III grcmc.org

Laurie Cirivello is executive director of the Grand Rapids Community Media Centre.

Previous to this role, Laurie managed several public, educational, and governmental cable access channels; an institutional communications network; media training; and community production services. She has received award recognition for her fund development experience in public broadcasting.

She is active in the Alliance for Community Media, is a frequent trainer, presenter, and speaker at community media conferences, as well as university seminars (specializing in public use of media and community access operations). She was the co-author of the "Cable Access Start-up Manual" and is a frequent contributor to media periodicals including "Community Media Review".

jesikah maria ross III savingthesierra.org

jesikah maria ross is an educator, media maker and community development practitioner.

She has been involved in the documentary arts field for the past fifteen years, working in radio and video production, training and curriculum development, and digital storytelling. She works with schools, community-based organizations, and social action groups to create participatory projects that generate media literacy, public engagement, and community story-sharing.

jesikah has worked with: Appalshop, Kentucky; California Communities Program, UC Davis; Listen Up Youth Media Network, New York; Radio Netherlands, Holland; MediaWorks, South Africa; Community Media Network, Ireland. She is currently co-directing *Saving The Sierra: Voices of Conservation in Action*, a regional media initiative (using various media) to spotlight grassroots efforts to conserve the culture, economy, and environment of the Sierra Nevada.

Rui Monteiro III indvandrer.tv.dk

Rui is the editor and coordinator of Indvandrer in Aarhus, Denmark

Indvandrer TV (ITV) is a non commercial TV-station, based at the Mediehouse in Århus City. ITV was founded by several ethnic organisations in January 1997.

The idea was to produce television that is committed to the ethnic minorities cause and is fighting against discrimination and racism in Danish society – by giving ethnic minorities a chance to speak up and become more visible in the Danish media landscape.

ITV provides multilingual news, music and cultural and current affairs programmes for target groups ignored by the mainstream media. There are 21 ethnic groups involved in ITV, 17 of which are active constantly. They produce 8 different programmes. The programmes are subtitled in Danish.

