Community Input Session 2
January 18, 2020

Photos & Outlines

On Saturday, January 18, Open Signal producers, staff, supporters and community members gathered for the Community Planning Session #2. About two dozen people attended the three-hour session. Director of Strategy & Development, Rebecca Burrell led the session with board member Andrew DeVigal facilitated the work with three major activities: The Wind Blows, 35 Cards, and Pro-Action Cafe. Through that work, the group collectively narrowed down a list of 29 ideas down to six to focus on. The Pro-Action Cafe expanded on the following (the point value indicates the final score from the 35 Cards activity).

1. Provide business support (training, workspace, skillshare, networking, etc.) to BIPOC and other traditionally underrepresented media business/entrepreneurs. (27 points)
2. Offer Open Signal TV content online and on-demand. (22 points)
3. Initiate more group productions that foster collaboration between community producers and staff / Create staff-led media productions that are training opportunities for the community. (combined with 22 & 20 points, respectively).
4. Host city-wide equity summit for film and TV industry that would help industry leaders begin to make equity core to basic operations. (21 points)
5. Host media awards to recognize local makers and raise money. (20 points)
6. Collaborate and combine services with other community media centers to build efficiencies and expand our reach.
The links above will deep-link you to their expanded content. In addition, the sessions surface the top six ideas from this particular group. The remaining ideas that were picked from the wall, as well as the ones left on the wall, are also available here:

- The other 14 ideas ranked from the 35 Cards activity
- The eight ideas remaining on the wall

Provide business support (training, workspace, skillshare, networking, etc.) to BIPOC and other traditionally underrepresented media business/entrepreneurs.

*Facilitated by Daniela Serna.*

27 points from 35 Cards
Offer Open Signal TV content online and on-demand.

Facilitated by Megan T.
22 points from 35 Cards
Initiate more group productions that foster collaboration between community producers and staff / Create staff-led media productions that are training opportunities for the community.

Facilitated by Dan W.
22 and 20 points from 35 Cards after the group decided to combine these two similar ideas.
Host city-wide equity summit for film and TV industry that would help industry leaders begin to make equity core to basic operations.

Facilitated by Elisa Barrios.

21 points from 35 Cards
Host media awards to recognize local makers and raise money.
Collaborate and combine services with other community media centers to build efficiencies and expand our reach.
The other 14 ideas ranked from the 35 Cards activity
These are the other 14 ideas that were pulled from wall and ranked during the 35 Cards activity. Clearly the top five from this list could have easily been pulled into the Pro-Action Cafe activity if we had enough people. I think you'll also note the possibilities of combining a number of these “left behind” into the top six initiatives deeply explored.

- Provide media training for seniors. (20 points)
- Host networking events for community producers. (19 points)
- Hire a policy director to lead statewide policy change that supports equity within the media industry. (19 points)
- Partner with Hollywood Theater to revive the Black Film Festival to provide more awareness of and opportunity for black filmmakers. (19 points)
- Identify where there are gaps in our TV programs and produce/curate work that fills those gaps. (18 points)
- Create a publicly accessible archive of media from Portland Cable Access and PCM. (17 points)
- Create virtual TV sets! - 3D backgrounds for live studio productions. (15 points)
- Provide training for K-12 students. (15 points)
- Start a citizens-based journalism program. (14 points)
- Provide media training and equipment to culturally specific non-profits in Portland. (14 points)
- Host a contest for school productions. (13 points)
- Offer training in vlogging and other modes of online-based media. (13 points)
- Collaborate with unions to get people jobs and enforce equitable practices in the media industry. (11 points)
- Create a studio at Open Signal dedicated to extended reality/immersive media production. (8 points)
The eight ideas remaining on the wall

- Offer media certification programs that would be meaningful on a resume
- Create 360-degree media productions
- Provide public classes in immersive media/VR/AR/etc
- Create volunteer program that would allow community producers to support media productions and training, as well as Open Signal's day-to-day operations
- Train community to produce podcasts and other audio productions
- Integrate our services with Multnomah County Library in order to offer the public access to our services at more locations throughout the city
- Offer paid internships/apprenticeship programs
- Create XR programming for incarcerated youth, allowing them to transport their productions outside of their facilities
*Program/services ideas for 35 Cards activity:

1. Partner with Hollywood Theatre to revive Black Film Festival to provide more awareness of and opportunity for Black filmmakers to show their work (and to raise money!)
2. Host city-wide equity summit for film and TV industry that would help industry leaders begin to make equity core to their basic operations (would also be a money maker)
3. Start a citizens-based journalism program
4. Create studio at Open Signal dedicated to extended reality/immersive media production
5. Create staff-led media productions that are training opportunities for the community
6. Train community to produce podcasts and other audio productions
7. Offer online media training (vs. in-person workshops)
8. Offer paid internships/apprenticeship program
9. Provide business support to BIPOC and other traditionally underrepresented media businesses/entrepreneurs (training, work space, skillshares networking etc.)
10. Offer media certification programs that would be meaningful on a resume
11. Offer Open Signal TV content online and on demand
12. Create volunteer program that would allow community producers to support media productions and training, as well as Open Signal day-to-day operations
13. Provide training for K-12 students
14. Provide media training and equipment to culturally specific nonprofits in Portland
15. Identify where there are gaps in our TV programs and produce/curate work that fills those gaps
16. Create extended reality (XR) programming for incarcerated youth, allowing them to locate their productions outside of the walls of their facility
17. Create a publicly accessible archive of media from Portland Cable Access and Portland Community Media
18. Create a Portland Cable Access documentary series to raise awareness about the impact of this organization on Portland and the people involved
19. Hire a policy director to lead statewide policy change that supports equity within the media industry
20. Provide public classes in immersive media/XR/VR/AR/etc.
21. Integrate our services with Multnomah County Library in order to offer the public access to our services at more locations throughout the city
22. Collaborate and combine services with other community media centers to build efficiencies and expand our reach
23. Create 360-degree media productions
24. Create a pop-up/traveling newsroom
25. Create an in-house produced news show
26. Create satellite TV stations that would provide access to people who have a hard time getting to our location on MLK
27. Offer training on vlogging and other modes of online communication
28. Offer post-production training
29. Initiate more group productions that foster collaboration between community producers
30. Skype from our TV studios
31. Collaborate with unions to get people jobs and enforce equitable practices in the industry
32. Host media awards to recognize local makers and raise money
33. Host a contest for school productions
34. Provide media training for seniors
35. Host networking events for community producers
36. Create virtual TV sets
37. Include VFX composites, effects, color grading
38. Host gear swap and service for community producers
39. Host new technology events
40. Host community brainstorming sessions
41. Create a digital forum for underrepresented mediamakers
42. Offer better instructions for control room operations
43. Low-impact fitness
44. TV studio production workshops
45. More focus on off-site productions
46. Encourage interdisciplinary productions (meet-ups, field and studio)
47. Captioning
48. Staff/producer appreciation awards
49. Teach classes that develop in-demand and future-oriented skills
50. Increase accessibility of the space
51. Offer Open Signal TV content through online streaming