

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).

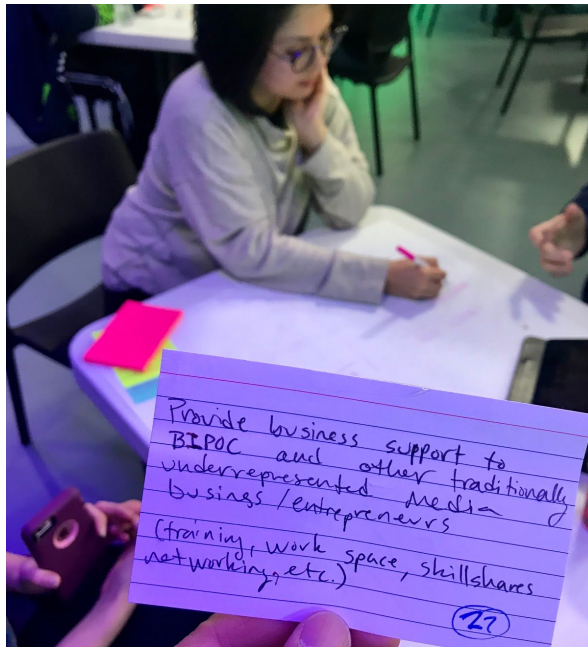
1. Provide business support (training, workspace, skillshare, networking, etc.) to BIPOC and other traditionally underrepresented media business/entrepreneurs. (27 points)
2. Offer Open Signal TV content online and on-demand. (22 points)
3. Initiate more group productions that foster collaboration between 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.



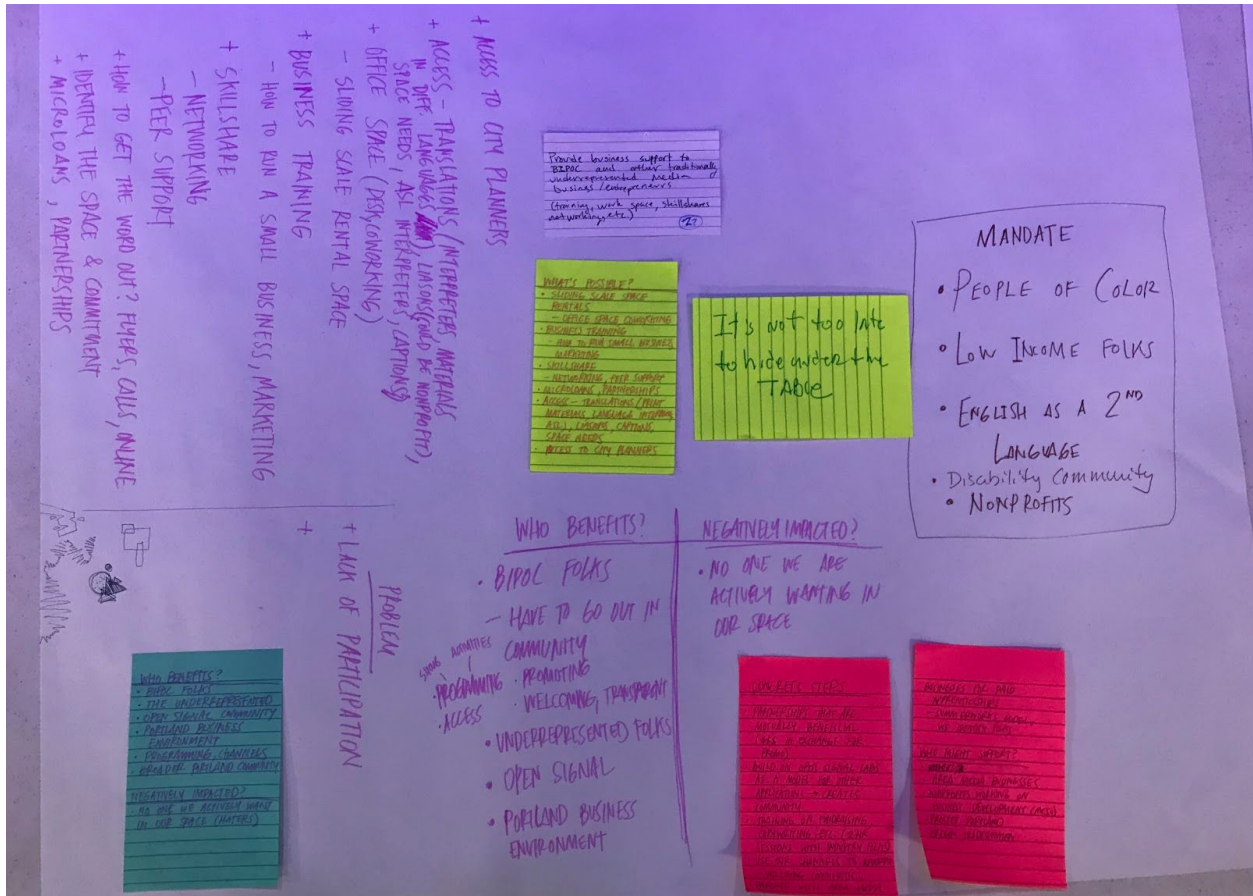
The links above will deep-link you to their expanded content. In addition, the sessions surface the top six ideas from this particular group. The remaining ideas that were picked from the wall, as well as the ones left on the wall, are also available here:

- 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.

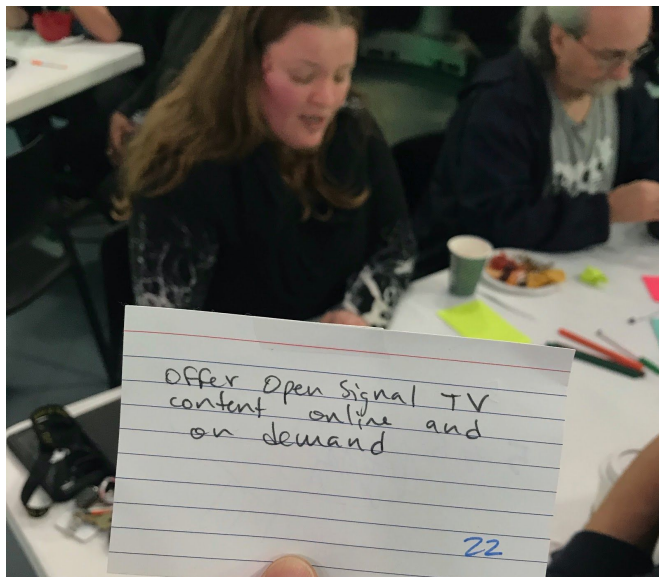


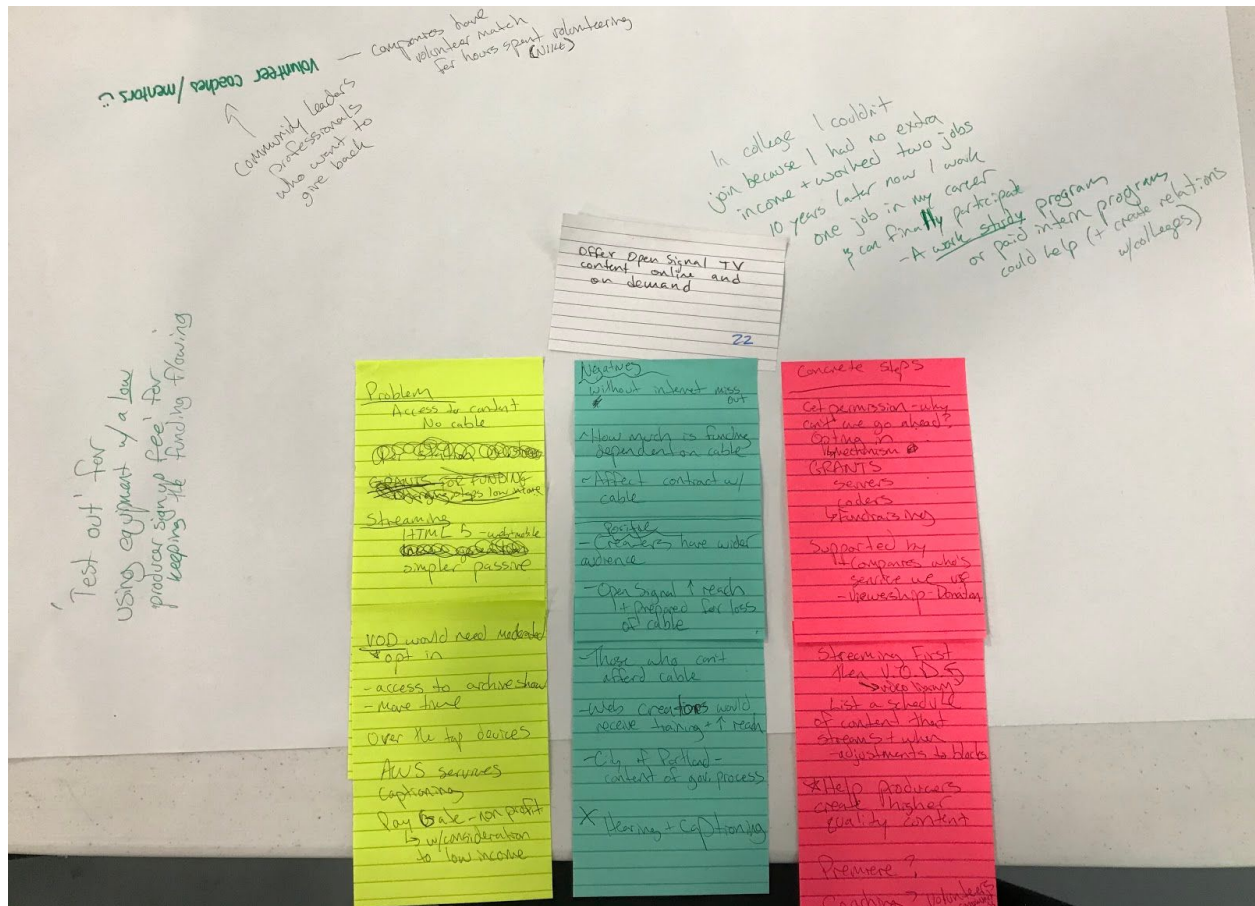
*Facilitated by Daniela Serna.
27 points from 35 Cards*



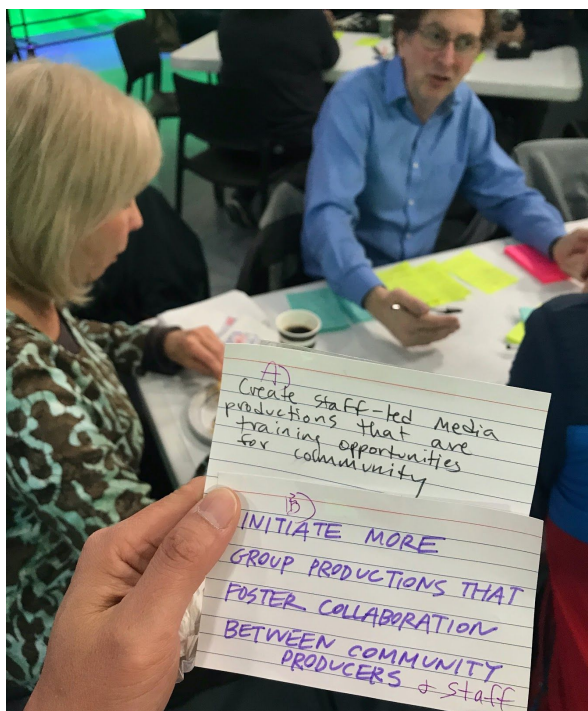
Offer Open Signal TV content online and on-demand.

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.

non-prod
English
Lan / home
editor
people of color

①
Staff identify prod. structure
for volunteers
problem? People attend a
workshop + then
Problem = ^{was} possible
people take a class
+ then don't connect
with others to make
a production.
Lack of documentation
(video + handout) with
reference/
return
Feel secure in prod.
community

②
Have permissions
Advising panel who
represent 1200s at
Overall programming
Take include person
to take lead on finding
people to interview
(Corporate social
responsibility - to
problem - community
team knows
Documentation -
example of staff
led program/
trainers

③
Template for preproduction
Community service
help people to more
comfortable with the skill
Problem with staff
have
Lead a volunteer for
the show
(Meetup) - problem -
no consistent person
problem-gaps in number
of people

④
INITIATE MORE
GROUP PRODUCTIONS THAT
FOSTER COLLABORATION
BETWEEN COMMUNITY
PRODUCERS + STAFF

⑤
Create staff-led media
productions that are
training opportunities
for community
20

①
Question 2
- new ^{producers} tech decisions
- access to facility
- community orgs
- Awareness of OS
in community
- OS - helping non-
profits getting message
out
- increase ^{visibility} to non-
represented in the
community
- cross pollination
- skill development
- larger pool of filmmakers

②
- attracts people
who ~~are~~ have skills
beyond technical
production
(ex - creatives,
community specialists,
writers, producers,
organizers)
negatively impacted
too many things to
edit + not enough
people who want to edit
- too much demand
for access to time, equip
+ facility

①
* Team building starts to
organize, come regularly
scheduled time in office, staff
and volunteers
* Forming a committee / advisory panel
* Established format of what it looks like
* maybe leave room to go to projects
- 2 interviews
- training
- field production



nick

①

What leading edge structure for community producers? People already working in their own fields

Problems:

- People take a class or attend a course with little or no connection to a production
- Lack of documentation (video, handouts, etc.)
- Producers are not connected to each other
- Producers are not connected to each other

②

How to participate in production? People who are already working in their own fields

Problems:

- People take a class or attend a course with little or no connection to a production
- Lack of documentation (video, handouts, etc.)
- Producers are not connected to each other
- Producers are not connected to each other

③

Template for production

Community service

help people in need

community service

help people in need

community service

help people in need

①

Question 2

Media production

Media production

Media production

Media production

②

Media production

Media production

Media production

Media production

③

Media production

Media production

Media production

Media production

④

INITIATE MORE GROUP PRODUCTIONS THAT POSTER COLLABORATION BETWEEN COMMUNITY PRODUCERS & STAFF

⑤

Local staff-led media productions that are training opportunities for community

myk

Down

①

Media production

Media production

Media production

Media production

②

Media production

Media production

Media production

Media production

③

Media production

Media production

Media production

Media production

④

Media production

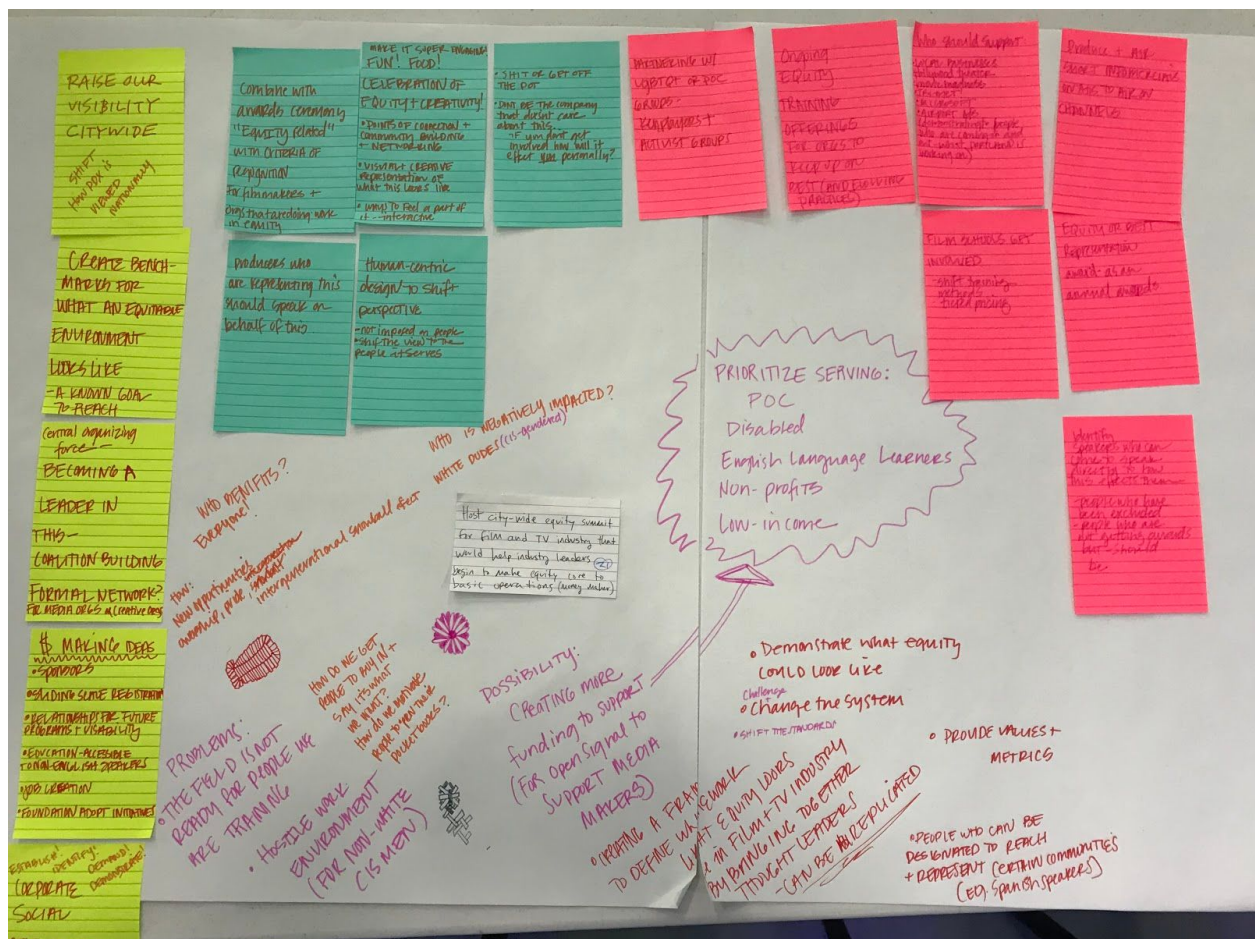
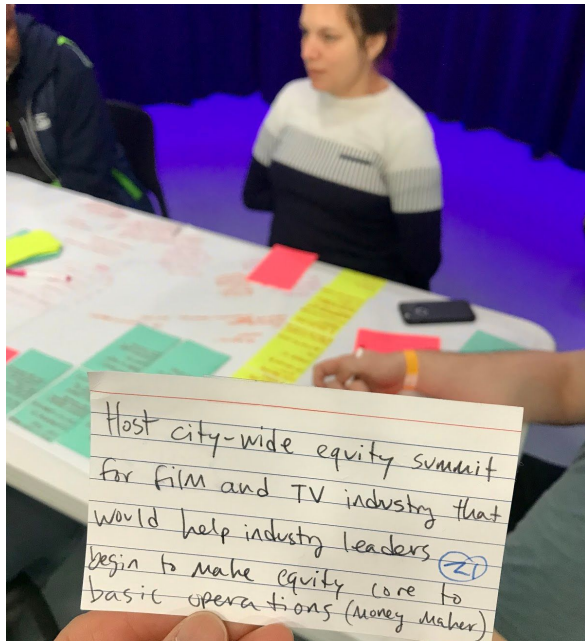
Media production

Media production

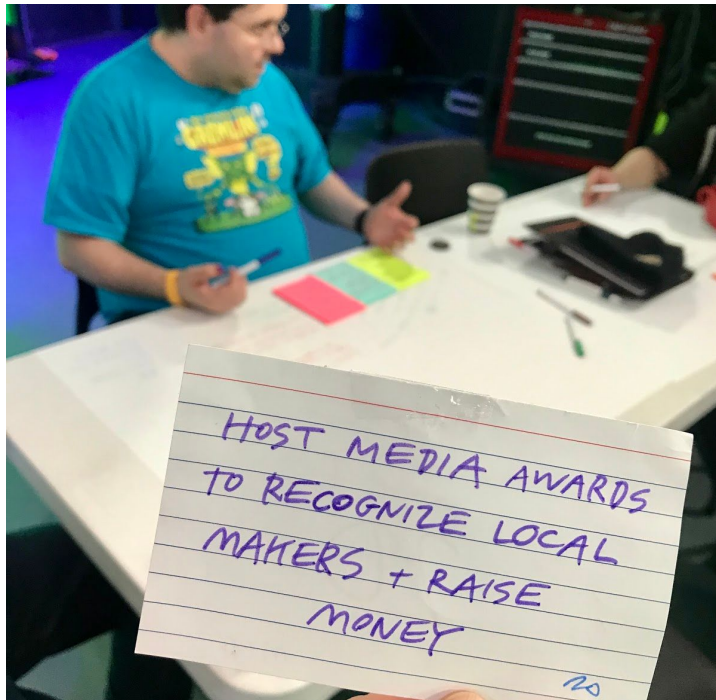
Media production

leaders begin to make equity core to basic operations.

21 points from 35 Cards



Host media awards to recognize local makers and raise money.



Organize a community

- Reps = 5 equity points
- Teams/Purpose
- Sponsorship/prizes
- Judges criteria and appointment
- Rules criteria

HOST MEDIA AWARDS TO RECOGNIZE LOCAL MAKERS + RAISE MONEY

Organize a community
made up of 5
from each group
- Teams/Purpose
- Rules
- Judges criteria and appointment
- Sponsorship/prizes
- External details

People feeling valued for their work
Open signal brand awareness/recognition
Raise Funds
Allow artists to find other artists
Community building networking

Raise Funds
Reach out to other media makers
Branding & Recognition
Trophy & media money
Award all portland media?
Community building networking

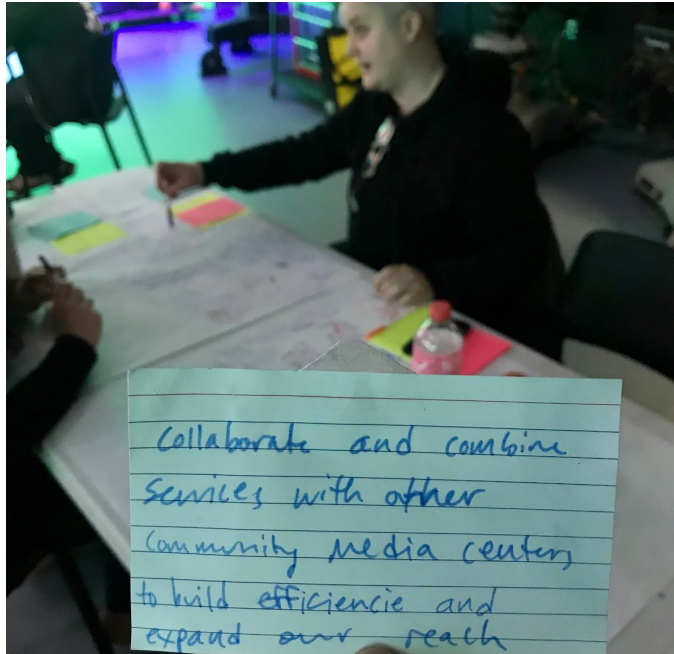
Local media producers benefits
Open signal/ local business partnerships
sub categories for our 5 focus groups

Less popular causes or topics might get passed over
Low budget projects/afford to get in

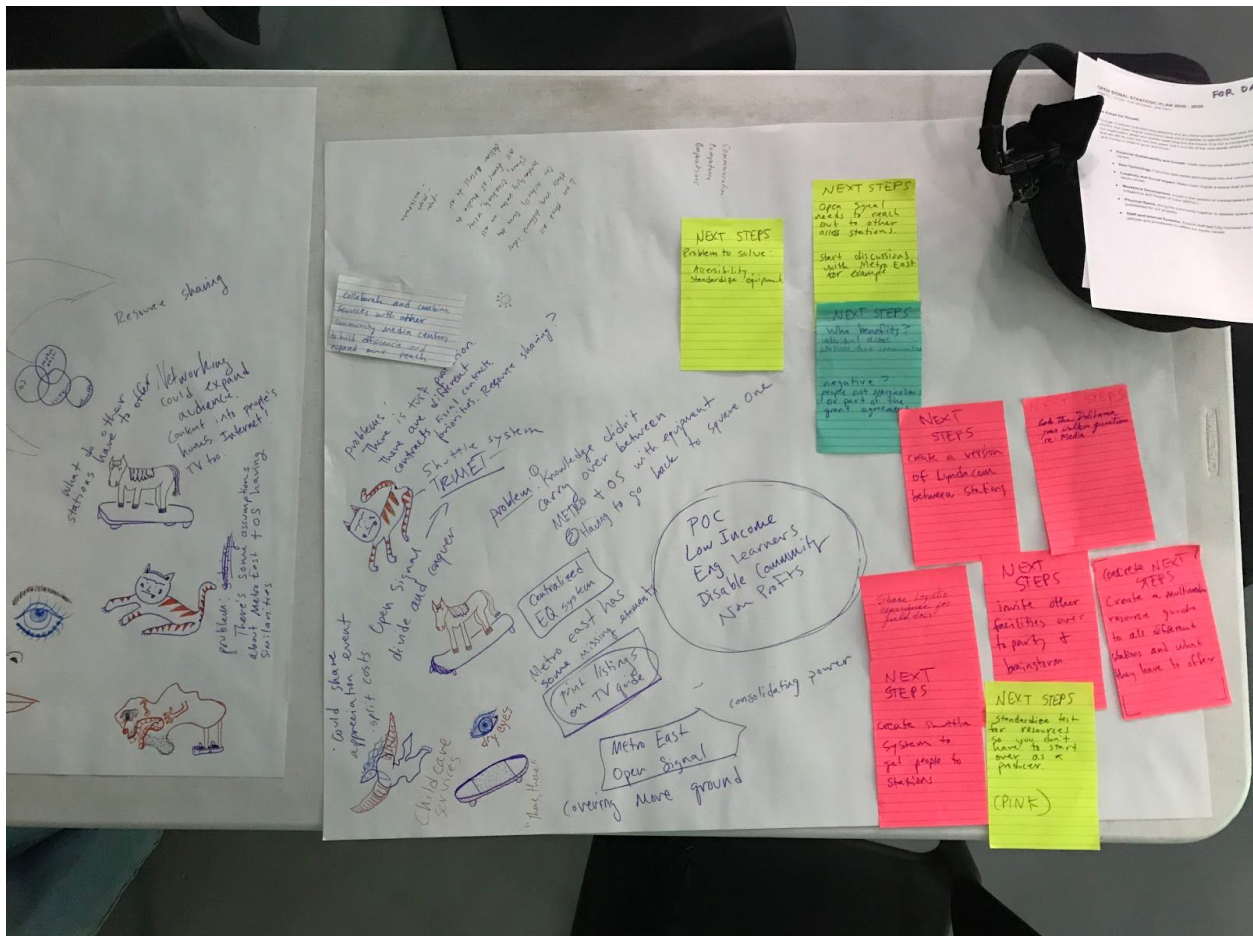
People feeling valued for their work

Positive
Local media producers
Local business partners
Open signal
sub categories for 5 focus groups
Other channels
Negative
Less popular causes or topics might get passed over
can low budget projects afford to get in

POC
Low income
ELs
Disabled com
Non profits

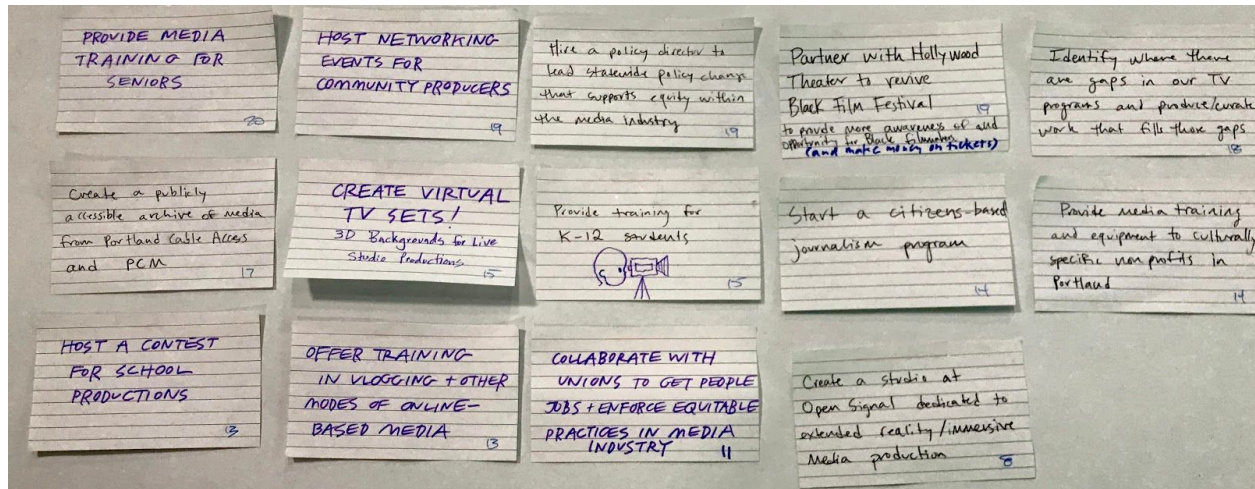
A person in a black hoodie is pointing at a large sheet of paper on a table. The paper has some faint diagrams and text. A sticky note is placed over the bottom half of the image, containing handwritten text. The background shows a room with colorful lighting (purple, green, blue) and some equipment.

Collaborate and combine
services with other
community media centers
to build efficiency 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

Provide public classes in immersive media /XR/ VR/AR/etc

Train community to produce podcasts and other audio productions

Offer paid internships/ apprenticeship program

Create 360-degree media productions

Create volunteer program that would allow community producers to support media productions and training, as well as Open Signal day-to-day operations

Integrate our services with Multnomah County Library in order to offer the public access to our services @ more locations throughout the city

Create XR programming for incarcerated youth, allowing them to ~~create~~ 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*