



Practical Task: "Underground Television" (for secondary schools)

Open Channels are public access television channels which give everybody the chance to voice their opinion without being a professional media producer. Some cities in Europe (and in other parts of the world) have an open channel but there may be no similar channel in the place where you live. Voicing your opinion through video does nevertheless not only rely on an open channel. You might find other creative solutions for example in your school or in your local neighbourhood (a school entrance hall, youth centre, town hall, shopping centre, ..) – be bold and creative, find a good team and start your own 'underground television'!

What do you want to say?

- Define your message
- Write down your main message in a few sentences

Who do you want to address?

- Who is your desired audience?

What will your campaign look like?

- Brainstorm, write and revise your video script or outline
- Plan, record and edit your video
- Think of additional materials to advertise your video screening event (leaflets, posters, email messages, ...)

Where do you plan to show your video?

- Think of a possible place where you could show your video to reach a maximum amount of viewers (matching your desired audience)
- Think of possibilities to be able to repeat your programme a few times

How can you evaluate your impact?

- Roughly how many people have seen your video?
- What overall comments were there from the people who have seen your video?
- Has your intended message come across to the viewers?

