COMMUNITY VIDEO:
A WORKING MODEL

INTRODUCTION

The Santa Cruz Community Service Television Project (S.C.C.S.T.P.) has been developed to meet the needs of those individuals who are interested in involvement in the community at any level. T.V. has the potential to be a powerful tool for change and development. The project is an attempt to develop an environment in which community members can participate in a meaningful way. The project will be a source of inspiration and hope for those who seek to improve the quality of life in the community.

METHODS OF DIRECT COMMUNITY INVOLVEMENT IN S.C.C.S.T.P.

- Education: The individuals in the community are currently involved in a variety of educational programs. The project will provide an opportunity for them to learn more about the positive and negative aspects of the environment.
- Media production: The project will involve community members in the production of T.V. programs. This will provide an opportunity for them to learn more about the media and its potential for communication.
- Community development: The project will provide an opportunity for community members to work together to improve the quality of life in the community.

CONTENT

Content will be no problem because every member of the community has some message, service or expertise that they would like to share with others. In very short order the community will be contacting the production people with ideas and requests.

CONTRIBUTION AND COMPENSATION CONSIDERATIONS

- Contributions: Contributions to the project will be accepted in the form of equipment, labor, and services. The project will provide an opportunity for community members to learn more about the value of their contributions.
- Compensation: Compensation will be provided to those who contribute to the project. This will provide an opportunity for them to learn more about the value of their contributions.

EQUIPMENT PURCHASE AGREEMENT BETWEEN NATIONAL VIDEO SYSTEMS AND THE SANTACRUZ COMMUNITY SERVICE TELEVISION PROJECT

- Hardware: The necessary hardware (cameras, videotape recorders, etc.) is being assembled along with a group of Santa Cruz people who possess the necessary technical and creative expertise to produce and teach others to produce T.V. programs.
- Software: A tape library and viewing area will be created for the public use possible at the Santa Cruz Public Library. Every tape produced by S.C.C.S.T.P. will be available and indexed. A playback machine will be available to the interested party.

APPENDIX

- Budgetary need, will be met by paid advertising of local businesses during S.C.C.S.T.P. air-time which would be purchased... action is the essence of the medium.

APPENDIX B-2

- Technical specifications for the hardware being purchased from National Video Systems, Inc.

FINANCIAL SUPPORT

- Financial support will come from local businesses and organizations who are interested in supporting the project. The project will provide an opportunity for them to learn more about the value of their contributions.

CONCLUSION

- The project will provide an opportunity for community members to work together to improve the quality of life in the community. The project will provide an opportunity for them to learn more about the value of their contributions.