

VIDEO OUTREACH



photos: Yolande Valiquette



In the summer of 1971 a group of six, sometimes eight, sometimes three people with assorted interests got together with the Dept. of Urban Outreach at the Philadelphia Museum of Art. The idea was to apply the popular notion of the media bus on a city-wide basis for two months. Communities in the city were notified of the project, and those who responded were visited for a week or so, as the bus people and the community people taught each other some things about community video.



Lots of tape shot, some even edited down and fed back. Although the project sometimes over-reached itself, it did point out some of the problems encountered due to oversimplifying the media problems of the community and those solutions that should be applied.

A week in a community is short. Expect to do not much more than introduce video, and to challenge the myth that only specialized network teams can do local VT. Although this is vital in itself, more sustaining programs, in terms of personal commitment and resources, will have to follow quickly.

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