

PRESS RELEASE

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CALLING ALL LOCAL FILMMAKERS-HEREFORDSHIRE TV NEEDS YOU!!

The **BBC** is about to launch a Local Television service in the West Midlands and it needs you!

The trials start in December 2005 for nine months in five different areas of the West Midlands and **The Rural Media Company** have been asked by the **BBC** to facilitate the community content for **Herefordshire**. Each area will get a ten-minute bulletin, 24 hours a day, seven days week. Of these ten minutes, 5 minutes will be local news and 2-3 will be local information. The last 2-3 minutes is where you come in!

The Rural Media Company are looking for filmmakers of all ages and abilities to contribute their ideas, films and time to this unique local service. In return they can provide you with training, equipment and support to enable you to be part of this remarkable regional experiment.

“This really is an incredible opportunity for the people of Herefordshire”, explained Rural Media Company Producer Adrian Lambert, “the work that is made for this pilot will be seen across the region via a national broadcaster, it’s a real chance to have your say, create a film and make Herefordshire local TV your own”. The pilot will initially be broadcast on Broadband and Satellite, but if successful will roll out over all platforms, including Freeview late next year.

The Rural Media Company are very keen to hear from anyone who is interested in being part of the pilot. If you’ve got a Mini DV camera and always wondered what to do with it now’s your chance to find out! Or if you’ve got a burning passion for filmmaking and television and believe you have a unique story to tell about life in our county then The Rural Media Company can help you tell it.

“Herefordshire is a unique and beautiful county, this is a fantastic chance to reveal its colourful stories, people and heritage to the rest of the region, but we need *your* help!”

If you are interested in finding out more about the BBC Local TV pilot please contact The Rural Media Company on 01432 344039 or email nataliep@ruralmedia.co.uk

Release ends

Note to Editors

- The Rural Media Company works throughout the UK. We combine community and informal education, training and advocacy with the professional skills of the media industry. The results are effective, high-impact, high-quality media projects and educational materials at the cutting edge of current policy and debate. The Rural Media Company is a registered charity and company limited by guarantee (www.ruralmedia.co.uk).
- The Rural Media Company receives support from the UK Film Council, Screen West Midlands, Herefordshire Council and many other funders, trusts, foundations and charities.

www.ruralmedia.co.uk