



## Conference/Festival Corporate Report

### Conference Title:

NUTV at the University of Calgary / Calgary Folk Festival

### Conference Date:

July 21 – July 24, 2010

### Attendees:

- Michael Gillespie (Executive Director)
- Brendan McCarney (Producer/Editor)
- Ryan Moccia (Producer/Editor)

### Costs:

Delegate Fees	WAIVED
Airfare	\$2414.40 [RT – 3 adults]
Accommodations	\$343.42 [3 nights]
Rental Car	\$486.24 [4 days + mileage]
Food Per Diem	\$246.62 [\$25/employee x 3 employees x 4 days]
Gas/Parking	\$82.50
Total Expensed	\$3513.23 BEFORE TAX
	\$59.85 TAX
	\$3573.08 TAX IN

### Purpose:

Shoot 3 days of Live Music, Exclusive Interviews, Workshops and Atmosphere; visit with campus television at the University of Calgary (NUTV) and discuss structures, revenue models, tour campus facilities and further work on founding the Canadian Student Television Alliance (C.S.T.A.).

### C.S.T.A.

Currently, there exists ten universities and one college in Canada that both produce and exhibit student-made television in Canada. Some schools subsist as various forms of clubs, some as curriculum and others as fully funded student organizations. Regardless of structure, **what is missing is a clear cut support structure that spans the country.** The creation and implementation of a Canadian Student Television Alliance was thus purposed in early 2010 by BrockTV.

Modelled after the United Kingdom's National Alliance of Student Television Associations (or NaSTA for short), this association will be designed to provide the following:

- Student support between schools – ranging from content sharing to administrative guidance and beyond

- Pipeline for larger government and private industry capital to be distributed amongst each member network and C.S.T.A. initiatives
- Marketing & branding under a collective banner with national recognition from member schools
- Annual conference and networking weekend, complete with a gala dinner and industry keynote speaker
- Platform to showcase student TV works within an annual awards ceremony and a C.S.T.A. Film Festival
- Future growth for a branded and industry acknowledged Weekend Workshop & Seminar Series', both at member schools and within the annual weekend
- More Canadian Jobs for Canadian Film & TV talent – both technical and creative
- Directly network the Canadian Film & TV industry into a continually evolving, national network of student talent
- Financial involvement and support from various Federal & Provincial government programs – regulated institutions have expressed a growing interest in the future of Canadian Film & TV

Moving forward, the creation of this association remains focused upon 3 levels of involvement:

- Canadian Students in Television.
- Federal & Provincial Government financing and support programs, already in place to assist 1.
- Private sector capital/industry funding; through providing C.S.T.A. with a Charitable Status.

Both 2. & 3. have invested interests and motives to see this succeed. From the perspective of the students, the above bullets are the preliminary benefits. To date, eight universities are expressing interest in forming a founding board and are currently moving forward to do so as of early 2011.

### **Calgary Folk Festival**

After attending Toronto's 2010 North by NorthEast Music Festival and Interactive Conference, and returning with such results in exclusive content, networking, and overall festival coverage, Webster Media Consulting (responsible for both festivals and other major Canadian artists) waived our delegate fees and aligned us with mutual opportunities for both coverage and interview contacts.

### **Objectives:**

- Tour and meet with member(s) of [www.NUTV.ca](http://www.NUTV.ca) at the University of Calgary for collaboration and discussions on founding C.S.T.A. and improving both BrockTV & NUTV as student-run organizations
- Shoot 3-5 *BTV Bands* Segments (Exclusive Interview + Live Footage)
- Shoot 2 *A Stage Away Show* Segments (One-take, Live & Private Performance)
- Shoot 2-3 part *All Access Pass* Series (Behind the Scenes with BrockTV; “Making-Of” Documentary)

### **Accomplished Tangibles:**

- 5 *BTV Bands* Segments (Ghostkeeper, Dan Mangan, Library Voices, Ohbijoux, The Cat Empire)
- 4-part *All Access Pass: Calgary Folk Festival* Segments (Day 1 through 4)
- 1 *A Stage Away Show* with Canadian singer/songwriter Ghostkeeper

## Follow Up Results:

The Publicity and Promotions Director of NUTV, is now involved directly within the founding of the BrockTV-led Canadian Student Television Alliance. Description from NUTV.ca:

New University Television [NUTV] is one of the oldest university-based television production societies in Canada. Established in 1983 and incorporated in 1991, NUTV is a campus-based non-profit organization. Our primary purpose is to provide University of Calgary students and Calgarians with true public access to community television by providing the opportunity to participate in television production. NUTV is part of the University of Calgary Tri-Media Alliance, comprising of print The Gauntlet, radio CJSW 90.9, and television (NUTV). The University of Calgary is unique in that it is the only Canadian university that houses three media operations on-campus.

In discussion, the following topics were covered at length:

1. Identification of logistical issues
  1. Internal communication practices – what works, what does not work
    1. Observed an oversized whiteboard with training status of each staff & volunteer member listed with project path-type workflow.
    2. From 2007 to 2009 had used similar-style posted communication but opted for online Google Doc methods due to a lack of permanent space. Visual reference may well be something adopted for future use.
  2. Equipment storage/transportation models.
    1. NUTV's physical space was designed specifically for the needs of NUTV as they're founding was in 1983 and the student union building was newer. Despite this abundance in our eyes, NUTV was considering moving into larger facilities due to their continual growth.
    2. As a constant issue for BrockTV with growth and accessibility, campus space has always been sought after aggressively. With 2010's latest acquisition of lab and administration space, discussions about any extension of the Brock University Student Union (BUSU – who, themselves are tight for space) are taken into context for the situation that NUTV is finding themselves in now; years after the building was built.
    3. In addition, the storage of equipment in a centralized campus location has proven essential for both parties' ability to mobilize teams for reoccurring tasks
  3. Financial revenue models (NUTV is partially funded by the Alberta Lottery Fund in exchange for community access & involvement)
    1. Likely the only information unwilling to be divulged was the arrangement between NUTV and the Alberta Lottery Fund, this deal proved of interest as BrockTV has not yet approached any form of governmental subsidy.
    2. Other points of interest relayed into the organizational structure of each organization, such as how programming at BrockTV is paid out as pieces versus any other model exercised (hourly, salary, performance-based, etc.)
2. Organizational structure experimentations [heavily emphasized by both parties]
  1. Differences in roles, responsibilities and titles – how each succeeded/failed, identifying strengths/weaknesses of each experimentation.
    1. BrockTV's Producer/Editor, as the fundamental element to the organization's content production, is akin to NUTV's Associate Producer. Corporate histories of how these roles came to light were discussed.

2. One major difference is the separation between technical and creative positioning. NUTV's Technical Director is responsible for developing and maintaining equipment process and procedures, inventory and training curriculum. These responsibilities fall to both BrockTV's Executive Producers and the Executive Director and are not explicitly allocated as is at NUTV.
3. Another major difference is the numbers of staff. Currently, BrockTV employs 28 Full and Part Time members, where as NUTV employs 12 members and has an exclusive Board of Directors
2. NUTV is also separately incorporated student & community-based organization that maintains it's own Board of Directors and community members, whereas BrockTV is undergraduate-based, and is a division of the Student Union.
3. Membership expectations/requirements
  1. Membership fees, ideal skill sets, hiring practices, students versus community members
    1. NUTV still remains fee-based with their membership. Combined with other sources of revenue, including an advertizing model, their clear and primary interest was to increase said monies to provide more of all their services (primarily training and programming)
    2. BrockTV stopped charging membership fees upon passing their successful referendum in spring of 2009.
    3. Hiring practices were glossed over in favour of what each organization looks for in their successful candidates. Both parties agreed that turnover in the student body was a major concern for quality and reliability within each year of operation. NUTV has embraced training and workshops as readily available to community members and students alike.
4. Community involvement
  1. BrockTV's model includes community coverage of St Catharines' events and people, contra deals with local third parties and sponsors with sole daily online access to their content
  2. NUTV's model includes community coverage of Calgary's events and people, community members within board their Board of Directors and in production, community funding from local firms and provincial opportunities by broadcasting on local cable twice a month and available online as infrequently.
5. Training/workshop curriculum
  1. NUTV focuses on frequent workshops for the community, volunteers and staff (as in the Niagara Artists' Centre) for all elements of production and post-production training.
  2. BrockTV focuses on infrequent but mandatory workshops strictly for their staff and volunteers (rare guest speaker) for hands-on, pre-production, production and post-production training throughout each season
6. Space constraints
  1. NUTV maintains larger facilities yet still claims to have not enough space for their current membership numbers and requirements.
    1. Upon entering their offices, BrockTV producers were 'giddy' at the amount of workable area available to NUTV members and commented on how NUTV staff took their conditions for granted in comparasion to BrockTV's space constraints
    2. In addition, NUTV was situated beside CJSW 90.9FM Calgary U's campus radio
  2. BrockTV is spread to 4 separate spaces all across the Brock campus
    1. This has manifested itself in communication and equipment sign-out issues
    2. BrockTV has subsisted in equivalently one to two of NUTV's office's from 2005 to 2009
  3. Both parties looking for more solutions without carrying much clout or lobby power.
7. Details of political climates
  1. BrockTV, as a division of Brock University's student union, works well within BUSU, with Brock offices & administration, as well as the other campus media and many other political

- parties in play around Brock, St. Catharines and the Niagara Region.
2. versus NUTV as incorporated, periods of political struggle (like BTV), isolation from Student Union and U of C administration but a partner in U of C's "Tri-Media Alliance" (NUTV, The Gauntlet, CJSW 90.9FM – TV, Print, Radio)
8. Programming strategies
    1. Daily web content versus broadcasting models vs hybrid models.
    2. Organizational structure either inhibiting programming (lack of talent on 'front lines') or enabling programming (admins of groups aware that being 'above grunt work' is counterproductive and continue to get hands on with staff & volunteers)
  9. Direction/purpose for a student-based association
    1. Industry acknowledgement, national support and career opportunities for Canadian Students in Television; furthering the future of Canadian content and talent.
    2. Collaboration and infrastructure created from the level of student television groups, as necessary to move with forward momentum.
    3. Identifying differences in opinion of purpose (NUTV strictly looking at potential advertiser revenues and training assistance, whereas BTV also looking at real-time collaborations on CANARIE/ORION/RISQ, big-picture career opportunities for future BTV alum and industry integration for future high-caliber programming.
  10. Other schools identified as 'in play' around the country
    1. McGill University (TVMcGill), Ryerson University (RUTV), Queen's University (QTV), Concordia University (CUTV), University of Toronto (UTTV), University of Montreal (UniversiTV), University of Quebec at Montreal (Seizeneuf), McMaster University (MacTV), University of Western Ontario (Big Purple Couch).
  11. Infrastructure hurdles for implementing a CANARIE Network-based platform for the real-time collaboration of HD video and other data.
    1. CANARIE (Canada's Advanced Research and Innovation Network) being the national brand of the ORION network (Ontario Research and Innovation Optical Network, running at 10 to 100 **GBps**) and also a fundamental stepping stone/selling point for BTV to have access to its 2009 referendum funding opportunity. This discussion context begins to make good on a 2009 referendum point promised to the Brock students to be investigated.
    2. Former BTV Producer & Operations Executive, Owen Deveney, is now the Content and Programming Leader for ORION and has expressed explicit interest about having the Ontario arm of C.S.T.A. Beta-test his now highly powerful, real-time collaboration software. My aim was to help align a projected path over logistical and political hurdles (if any). As it stands, access onto CANARIE for NUTV is now in motion via one of the U of C Physics Research Labs existing the closest at hand.

NUTV's hospitality, interest, and cooperation has been a large assistance to the beginnings of the C.S.T.A. project. **their previous interest and research, prior to arrival, was well guarded in phone conversations leading up to this excursion. They were welcoming to meeting us yet the distinct impression of not wanting to 'put their cards on the table' for whatever fears or reasons, were readily apparent in every conversation leading up to this excursion. Upon arrival, their apprehensions were quickly dissipated and discussion proceeded with velocity.**

A current transition of NUTV's Executive Director was taking place and the Publicity and Promotions Director was entrusted with the responsibility of transitioning corporate memory. Considering their previous research into the subject matter of C.S.T.A., the lull of transition timing and the lower summer student numbers, the decision for a one-on-one meeting was not made within these contexts alone. The staff pitch for coverage of another conference and festival provided the last

incentive to arrange with NUTV for subsequent face time. Maximizing the excursions' opportunities made sense to have BrockTV producers and myself shooting festival coverage and networking arrangements for interviews, for three days, while simultaneously multitasking and conducting BrockTV business at NUTV's impressive campus facility.

### **Future Recommendations:**

Festival experience proved unique in several assessments:

- Booking interviews were done via a Media Tent message board of request forms. 6 interviews were received over the course of the 3-day festival, with most of them occurring on the final Saturday.
- The main stage was structured in a way that the entire audience was instructed to sit, as standing/dancing 'sections' were roped off on the two sides. This then meant that the 'Media Pit' at the very front was required for everyone to stay as low as possible and escorted in by organizers – two unusual accommodations for any music festival, that led to the on-site purchase of an additional 55-200mm Canon zoom lens (Best Buy in Calgary; a BrockTV producer arranged for a Staff purchase due to his own Part-Time status in St. Catharines). Having the budget on hand showed an itemization in the equipment budget from months earlier, and permitted tighter shots, despite the awkward and crouching Media Pit.
- Workshops allowed for musicians to collaborate in large-scale staged scenarios and were simultaneously scheduled on side-stages all festival long.
- Large-scale Food options were provided to anyone with Volunteer, Media or Artist passes but was only determined on the final day, as was apparently given priority to Volunteers and Artists.

In summary, the atmosphere, coverage and exclusivity of the Delegation arrangements (being recognized as the only Canadian University Network confirmed, and second to [www.AUX.tv](http://www.AUX.tv) for video coverage at all) all combine to create an ideal, on-site learning environment for live event shooting and impromptu interview arrangements with talent. Three capable Production/Post Production staff are definitely needed to act as a team for anything similar to the scenarios of 3-angle performance coverage, host/2-angle interviews, and multi-tasking simultaneous coverage/tasks.

The expenses were also managed appropriately. Food was inside per diem limitations, gas and accommodations were stressed to minimums, long-distance and roaming charges were at the cost of the individuals. Initially, under the assumption of access to BUSU's collection of RBC points as the preferred method of travel for BUSU conferences, our confirmation on Media Accreditation and subsequent correspondence left Airfare arrangements to be **booked with less than the 14-days necessary for use of the BUSU RBC points**. Instead, the lowest rates available were purchased via [www.Hotwire.com](http://www.Hotwire.com)

Despite the work at U of C, tangible product being returned for the network, staff experience of large event shooting, an opportunity to be recognized for our work from Webster Media Consulting, even the music industry contacts made, **cameras were not taken to the University of Calgary**, as the primary intention was for organisational discussion and not shooting footage. Without this contextual footage, the *All Access Pass: Calgary Folk Festival* segments were not the sole reason why BrockTV was in the city of Calgary at this time.

Again, without the context of the University of Calgary, these segments are perceived differently than how they were planned. Our work at BrockTV can be fun, and working abroad is exciting, hence the idea of *All Access Pass* as a Show ID to expose behind the scenes of what we can do.

**Without additional context, specifically the prelim work on C.S.T.A. and the further collaboration with NUTV, one *can* misinterpret the purpose of this excursion from only 4 pseudo-documentary videos. Furthermore, the missing context of the C.S.T.A. and organizational discourse at The University of Calgary with NUTV, has *All Access Pass: Calgary Folk Festival, Days #1 through 4* mislead and damage the integrity of BrockTV and its viewers.**

**Given the specific artists, networking/collaboration opportunities and confirmed purchase of Airfare through RBC points, I would recommend the Folk Festival opportunity again, as all other costs were low; though not in the immediate future. Meeting with NUTV was invaluable for both receiving insight into a Canadian student TV model with a 35 year track record and for forward progress on the Canadian Student Television Alliance.**

Michael Gillespie  
Executive Director, BrockTV  
January 20, 2011