

Off the air

Screenrights' Newsletter

screenrights

Screenrights is a non-profit company, which administers copyright licences in Australia and New Zealand and collects similar royalties from Europe and North America for its 2,800 members from 54 countries.

April 2009

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Congratulations to Metro Magazine, which celebrated its 40th birthday with the first Australian screening of **Mary and Max**, the animated feature from Oscar-winning animator Adam Elliot, in Melbourne on March 31.

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You can subscribe to **Off the air** by emailing ota@screenrights.org

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Feature: The Making of Modern Australia – Putting the site before the film

Essential Media's newest project, **The Making of Modern Australia**, has taken the unusual step of creating a website prior to production of the television series, with the aim of getting Australians to contribute their stories. **Off the air** talks to Jackie Turnure from Hoodlum about what was involved in creating the site.

Hoodlum, a Brisbane-based company that specialises in multiplatform entertainment, has won numerous awards for its work. Jackie, who is Head of Development and Production, describes herself as having "had a fairly complicated career – like many people working in 'new media'".

"I've story produced and written kids television, taught screenwriting and film production at various film schools, produced kids' computer games, written and directed a machinima (animation done in a game engine) feature film, and worked for LAMP (Laboratory for Advanced Media Production) as a lecturer and mentor," she said.

"I always felt like I was living a double life; either working in film and TV during the day and working on game projects at night, or working in games and secretly working on my latest feature film script on weekends. Finally my two careers have converged - the work we do at Hoodlum is the perfect mix of film and television, interactive and games."

When Essential Media first approached

Hoodlum to create a website for **The Making of Modern Australia**, the idea was an unusual one – to build a site that would allow people to submit stories that the producers could then consider for inclusion in the actual television production, to be made in 2010.

"But in discussions we quickly agreed that the site could be much more than a story source for them," Jackie said.

The idea became one of creating a community of storytellers who could share, comment, rate and contribute, giving the audience much more incentive to get involved.

"The site becomes a "living library" - an evolving resource that everyone can share," Jackie said. "It's also a bit like 'story idol', with audiences having the chance to get their story on TV.



Noses: The McInnes Family Skylarking © McInnes family, from William McInnes' memoir "A Man's Got to Have a Hobby" (published by Hachette Australia). William McInnes is the face of the on-air promotion campaign on ABC TV for The Making of Modern Australia and his own stories can be viewed on www.makingaustralia.com.au

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"The other advantage, of course, is that we are building our audience for the TV series."

One of the other unusual aspects of the site is that it asks a typically non-tech audience (55+) to upload content and share, rate and comment. This has traditionally been the domain of younger audiences, although this is rapidly changing as older people become more familiar with social networks.

"It did mean we had to think carefully about the functionality, or ease of use, and aspects of the design, such as the size of fonts," Jackie said. "We did user testing and made quite a few changes after that. It seems to have paid off, as people are uploading lots of stories and pictures, which is great."

Creating the site involved many brainstorming sessions with the television series producers and with the ABC to look at the key aims, and the most effective ways of working within budget and time constraints. Following this, there were weekly meetings during production in order to ensure that everything was on track.

"There are some great stories there – and many of our storytellers are putting up multiple stories which is great," Jackie said.

"It's still early days but the word is getting out. I rang my mum in Hobart to ask her to send it to her friends and she said she'd already been sent the link and been told about it. So it's definitely on the radar!"

For more information, visit www.makingaustralia.com.au

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Changes to NZ educational licence

Changes to New Zealand copyright laws allowing educational copying of audiovisual material from the Internet will soon be licensed by Screenrights.

The changes will allow Screenrights to license schools, polytechnics and universities to copy podcasts and vodcasts as well as other audiovisual material legally made available online. They will also allow for certain online uses of any material copied under the Screenrights licence, including making the copies available to staff and students on an internal network.

Screenrights will be extending the licence available to primary, secondary and tertiary institutions to cover these changes. Members are being asked to contact Screenrights to ensure that their title registrations cover these additional uses.

If you have queries about your registrations or would like further information about these changes, email memberservices@screenrights.org

Talk to teachers with EnhanceTV Community

Want a new way of communicating directly with the educators who are using your programs in class? EnhanceTV has launched the exciting new EnhanceTV Community where teachers and filmmakers can connect and share ideas and resources.

Using a variety of social media tools, such as blogs, forums, podcasts, polls and videos, members of the community can recommend educational TV programs, provide tips for teaching with programs and, in the case of filmmakers, share information about their work with the people who are using their programs in class.

The site is intended to promote genuine discussion and an exchange of ideas.

"For this reason, it is important that filmmakers who contribute aren't just posting advertising or promotional material," EnhanceTV Project Manager Jamie LeHuray said. "EnhanceTV is more than happy to promote programs on its general website and email guide. The community would love to hear from filmmakers who have insights into ways in which their programs have been used, or ways in which they intended them to be used, in schools and tertiary institutions."

Content on the site (<http://community.enhancetv.com.au>) is open for anyone to view. However, to contribute, it's necessary to become a member. This is free. Visit the site now and find out more about how it can work for you.

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Off the air survey

Thank you to all members who replied to our recent **Off the air** survey.

The vast majority of subscribers said they were happy with the current format and frequency of delivery.

Members also told us that they'd like more copyright stories and more articles about what's happening in education.

Unfortunately, due to an error in data collection, we do not have names and addresses for the first ten respondents to the survey in order to distribute three free copies of *Encore*. We are therefore asking readers to email georgia@screenrights.org, with their name and address and *Encore* in the subject line. The first ten emails will receive the free copies.

We're always interested in your suggestions for feature articles. Just email georgia@screenrights.org

Metro Magazine turns 40

Congratulations to Metro Magazine, which celebrated its 40th birthday with the first Australian screening of **Mary and Max**, the animated feature from Oscar-winning animator Adam Elliot, in Melbourne on March 31.

The magazine was originally a newsletter published out of the Victorian Department of Education.

According to its current editor Peter Tapp, at the time of its original publication, media education in Australian schools consisted of lessons in photography and what was then called film appreciation.

"Photography was mainly taught by visual arts teachers, but film appreciation was very much the province of English teachers, usually film buffs, who often screened 16mm films borrowed from various film libraries," he said.

As both subjects gained recognition, and as connected courses were developed in universities and colleges, Metro was created to support this early media teaching. It has since grown into a journal that covers a range of media made in Australia, New Zealand and the Asia-Pacific region, providing a resource for filmmakers, students and teachers.

It also produces study guides for Australian documentaries and feature films, many of which are available for free download on www.enhancetv.com.au.

The 40th birthday issue is now available with reviews of upcoming Australian features, **Beautiful** and **Samson and Delilah**, an in-depth look at the New Zealand film industry, and critical essays on the recently released **Australia** and **Slumdog Millionaire**.