

PSM2009

UK National Commission for UNESCO with Golant Films present

CREATE THE NEW BLUEPRINT FOR PUBLIC SERVICE MEDIA THURSDAY 7 MAY 2009, LONDON

Conference Programme



United Kingdom
National Commission for UNESCO

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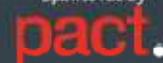
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09:00	Registration and breakfast		
09:30	Welcome from NESTA Why UNESCO? Introduction to café style event	Benedict Arora Patrick Towell	Head of Youth, NESTA, Host UNESCO UK, Conference Chair
09:45	The role of digital media in society	Tom Watson MP	Minister for Digital Engagement, Cabinet Office
10:00	What are the new purposes of public service media?	Patrick Towell Tom Watson MP Peter Bazalgette Richard Allan John Sheridan Tom Loosemore Jon Watts	Chair, UNESCO UK Cabinet Office Power of Information Review Office of Public Sector Information 4IP, Channel 4 MTM London
10:40	1. What makes compelling services and content		
11:10	Culture - understanding ourselves and others Learning through digital content and games Visual arts direct Participatory science	John Newbigin Adrian Hall Will Gompertz Rose Luckin	Culture 24 Tate London Knowledge Lab
11:50	2. Creating and sharing knowledge and understanding		
12:45	Lunch		
13:00	Lunchtime showcases (see separate listing)		
13:30	Digital Britain skills update and skills framework examples	Fiona Kilkelly	Skillset
13:45	3. The best ways to source and develop skills and talent		
14:25	The state of play with diversity in UK media The view from Zimbabwe The view from the rest of the world	Jake Griffiths Gerry Jackson Bertrand Mouiller	Freshminds, Conference Co-Chair South West Radio Africa Narval Media
14:55	4. Reflecting diversity of language and culture		
15:25	5. An internationalist UK within the global media landscape		
15:55	Tea time		
16:05	Review outputs from deliberations 4 & 5		
16:20	Business models for public access to moving image archives Sustainability/business models moving from broadcast Sustainability/business models moving from 'corporate'	Paul Gerhardt Matt Locke Charles Mills	Archives for Creativity Channel 4 IVCA/Twofour
16:55	6. How to create sustainable media enterprises		
17:35	Who? What? Where? When? For the Blueprint	Patrick Towell	UNESCO UK, Conference Chair
17:55	Thank you - what next?	Benedict Arora	NESTA, Host
18:00	Drinks reception	Sponsored by UK National Commission for UNESCO and South East Media Network	



John Kingsbury

Conference Co-Host
Head of Creative Economy, NESTA

Jon Kingsbury runs the Creative Economy Innovation Programme at NESTA, with a remit to encourage growth in creative businesses by developing successful models for innovation. He previously worked at the BBC as Head of External Supply, Future Media & Technology where his role was to improve the organisation's engagement with external creative suppliers.

Before becoming interested in driving creative business growth, Jon held a number of senior editorial commissioning roles at the BBC and Channel 4, always in the space where linear TV broadcasting meets interactive content.

Jon is a board member of Screen Yorkshire.



Patrick Towell

Conference Chair
Chief Executive, Golant Media Ventures (Golant Films)
Chair, Information Society Working Group, UK National Commission for UNESCO

Patrick runs Golant Films – due to rebrand in the summer as Golant Media Ventures – specialising in creating new convergent media enterprises. He also runs the strategic design management consultancy Patrick Towell Consulting which uses design thinking to solve complex public policy and commercial challenges.

With South West Screen and Twofour he created the strategy for a postgraduate convergent media academy for the South West of England. He produced the first online-only resource for media charity Film Education with Pathé. He manages content partnerships with Encyclopaedia Britannica and other media companies helping them to exploit their IP across multiple platforms. He raised the seed capital for digital cultural and educational specialist producer, Aries Films.

He is an advisor, with public service design specialists Digital Public, to the Department of Children, Schools and Families' award-winning Parent Know How programme, using innovative media to reach parents. He chaired the strategic review of the ISO International Standards committee for e-learning and has advised the Brazilian federal Ministry of Education on their digital strategy. He led the team that were the advisors to DfES on the award-winning £500m Curriculum Online programme.



Tom Watson, MP

Minister for Digital Engagement, Cabinet Office

Tom Watson was elected to Parliament in June 2001 and was quickly appointed to the Home Affairs Select Committee. He was made Parliamentary Secretary to the Paymaster General in 2003 and entered the Government as an Assistant Whip at the end of 2004.

In 2006 he was Under Secretary of State for Defence and Minister for Veterans. In July 2007, he rejoined Government in the Government Whips office and in January 2008 was appointed Cabinet Office Minister. He presented the Organ Donation (Presumed Consent with Safeguards) Bill to Parliament, steered the final stages of the Armed Forces Bill through the Commons, and has sat on the Standing Committees of the Proceeds of the Crime Bill, the Communications Bill, the Human Tissue Bill, the Civil Partnerships Bill and the Gambling Bill.

Tom is the author of a number of publications, including Votes for All, examining the introduction of compulsory voting, and Taking Responsibility – Dealing with the Legacy of Radioactive Waste; and contributes regularly to political journals. He was Parliament's first blogger and has a well-established interest in technology.



Peter Bazalgette

Peter specialises in television and digital entertainment. He is non-Executive Chairman of two of Sony's television divisions in the UK, a non-executive director of MyVideoRights and a member of BBH's Advisory Board.

From 2004-2007 he was Chief Creative Officer of Endemol. He has personally devised several internationally successful TV formats, such as Ready Steady Cook and Changing Rooms. He also brought Big Brother to the UK. Peter's book about the business of TV formats, Billion Dollar Game, was published in 2005.

Peter is also a non-executive director of YouGov and a former Board member of Channel 4. He serves as Deputy Chairman of the National Film and Television School and on the Board of English National Opera.



Richard Allan

Government Affairs Director, Europe, CISCO
Chair, Power of Information Review

Richard Allan leads Cisco's European Government Affairs team dealing with a wide range of technology policy issues. In 2008 the UK Cabinet Office appointed Richard as Chair of the Power of Information Task Force to work on improving the use of government data.

Richard joined Cisco in September 2005. Immediately prior to joining Cisco, Richard was an academic visitor at the Oxford Internet Institute. Richard was MP for Sheffield Hallam from 1997 to 2005 and specialised in technology issues in Parliament. Between 1991 and 1997 Richard worked as an IT professional in the NHS.

He has degrees in Anglo-Saxon, Norse and Celtic Studies with Archaeology and Anthropology, and Information Technology.



John Sheridan

Head of e-Services and Strategy, Office of Public Sector Information
(part of The National Archives)

An IT Professional by background and training, John works at the intersection of information policy, technology and online service delivery. John is an advocate for the use of semantic web technology to aid re-use. He is also involved with the World Wide Web Consortium, where he chairs the e-Government Interest Group. John's day-job has involved him supporting the work of the Cabinet Office with The Power of Information agenda, alongside delivering online service improvements – particularly in respect of legislation publishing and official publications.



Tom Loosemore

Head of 4iP, Channel 4

Tom Loosemore started in the newly created role of Head of 4iP at Channel 4 in October 2008, where he has management responsibility for the Four Innovation for the Public fund (4iP), Channel 4's new investment fund for innovation on digital platforms.

Prior to joining Channel 4, Tom was Senior Advisor of Digital Media Strategy at media regulator Ofcom, and was instrumental to Ofcom's approach to the internet and interactive media. Previously he was at the forefront of the BBC's digital media strategy having joined the corporation in 2001 as Head of Broadband. He was one of the authors of 'Building Public Value', the BBC's strategic vision for the next ten years, and led a major review of the BBC's online activities. In 1998, Loosemore launched the local information website UpMyStreet.com, and for two years he was a journalist on the UK edition of Wired Magazine. In his spare time he has been instrumental in launching a raft of award-winning e-democracy websites including TheyWorkForYou.com and FaxYourMP.com.

Jon Watts

Director and co-founder of MTM London

Jon Watts is a Director and co-founder of MTM London, a specialist digital strategy consultancy that helps media and communications companies build digital businesses. He has 15 years of digital strategy experience in the UK and internationally, advising leading media owners, producers, start-ups and policy makers in the UK and abroad.

His recent clients have included Channel 4, BT, ITV, the UK Film Council, Ofcom, Arts Council England, Pact, NESTA, The Press Association, Virgin Media, Endemol and FremantleMedia. He has worked extensively on the issues around public service media in a digital Britain. Prior to co-founding MTM London, he worked with Spectrum Strategy Consultants and as an independent consultant.



John Newbiggin

Chair, Culture 24

John Newbiggin is a free-lance consultant and cultural entrepreneur. His portfolio ranges from Channel 4 and DCMS to the UK Film Council, Arts Council England and the Clore Leadership Programme. From 2000 until the summer of 2005 he was Head of Corporate Relations for Channel 4. From 1997 until 2000 he was Special Advisor to the Rt Hon Chris Smith, MP, the Secretary of State for Culture Media and Sport. Prior to that, he worked as executive assistant to Lord Puttnam, then the Chairman of Enigma Productions Ltd. From 1986 until 1992, John worked as a policy advisor and speech writer to the Rt Hon Neil Kinnock, MP, Leader of the Labour Party and Leader of the Opposition, with responsibility in the Leader of the Opposition's office for environmental policy, local government issues and cultural policy.

He is Chairman of Culture 24 (previously the 24 Hour Museum), a Trustee of the Whitechapel Art Gallery, and a Board member of Theatre Royal Stratford East, the Whitechapel-based Keen Students School, the Birmingham-based film project First Light Movies Ltd. and Mediabox, an initiative funded by the DCSF which gives young people opportunities to create media content that reflects their lives and aspirations. He is a Board member of Becta, the government's agency to promote the use of information technology in support of 'next generation' learning. He is also a Board member of CIDA, (the Creative Industries Development Agency), a Trustee of Channel 4's Big Art Project, a member of the Advisory Board of the John Smith Memorial Trust and a member of the Advisory Board of BT's heritage collection 'Connected Earth'.



Adrian Hall

Okapi

Adrian Hall was formerly a senior policy advisor on educational software to the UK's Department of Education, he now works as an independent consultant with a respected profile in the use of mobile, game and social media technologies for learning.

Adrian's responsibilities at the Department of Education included developing the government's policy in relation to the educational software industry, commissioning new and innovative curriculum software, including software to work on mobile devices, and developing thinking on the use of games in education.



Will Gompertz

Director, Tate Media

Will Gompertz is the Director of Tate Media, which comprises of Tate Productions: Tate's film, television and online content arm, Tate Online, Tate ETC. magazine, Communications, Membership and Ticketing Services, the UBS Long Weekend performance art festival. Will is also responsible for the Tate's award winning brand strategy.

Will has been a Director of Tate since 2002. Before joining Tate he was a founding director of Purple House where from 1996 to 2002 he published many titles including ZOO, the visual arts quarterly. He was Founding director of Shots Ltd from 1990 to 1996, a publishing company specialising in the moving image. Will is a Board member of the National Campaign for the Arts and the Manchester Media Festival as well as being the co-founder and editor of the arts review website, CultureCritic.co.uk. Will also writes regularly for the Guardian.

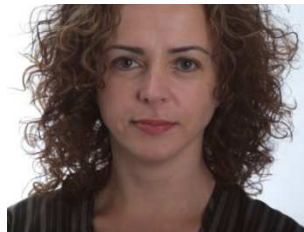


Professor Rosemary Luckin

Professor of Learner-Centred Design, London Knowledge Lab

LKL is a unique collaboration between the Institute of Education and Birkbeck, two of the UK's most prominent centres of world-class research. Rosemary's research aims to increase our understanding of the process of learning with technology and in particular the way in which a learner's whole context can be taken into account.

Her work explores ways to increase user participation in the design and use of technologies, to motivate learning and to increase learners' ability to effectively construct and negotiate their educational experiences. She is a member of the board of Becta, the government agency leading the national drive to ensure the effective and innovative use of technology through learning. Rosemary has also acted as a consultant for various organisations including the BBC and Government departments.



Fiona Kilkelly

Interactive Media Manager, Skillset

Skillset is the Sector Skills Council for the Creative Media Industries where she works with industry to identify sector specific skills and business needs and develops a range of targeted interventions to support growth and innovation across the UK.

Fiona has wide-ranging creative, production and managerial experience across the arts, cultural and public sectors. She has directed a number of important arts and media festivals, including the Galway International Film Fleadh; the Irish International Childrens Arts Festival; devised and delivered nationwide training programmes for the Irish film and television industry; produced websites for a variety of organisations including the Chase Manhattan Bank and Granada Media; and served as the Director of the UK's Digital Content Forum, which is funded by the Department for Business, Enterprise and Regulatory Reform. This role involved working closely with key government departments to broker new relationships with industry and stimulate new thinking on digital media.



Jake Griffiths

Conference Co-Chair
Acting Head of Public Sector Research, FreshMinds Research

Jake has seven years experience in the research industry, including roles with the FTSE 100 firm BHP Billiton and the accountancy Baker Tilly. He is part of the FreshMinds team that won the Market Research Society's Excellence and Effectiveness Best Agency Award two years in a row.

His work in Public Sector research focuses on understanding the customer experience of public services, specifically in healthcare, business and education. His work with BERR, National Audit Office and NHS Choices has helped these organisations understand how complex new programmes and services will be received by customers and stakeholders.



Gerry Jackson

Founder, SW Radio Africa, www.swradioafrica.com

SW Radio Africa is the independent Zimbabwean radio station based near London. The station broadcasts to Zimbabwe on shortwave and worldwide via the internet. In 2000 Gerry challenged the Zimbabwe government's broadcasting monopoly in the Supreme Court and won the right to set up the country's first independent radio station. It was shut down at gunpoint after just six days. She has been reporting on Zimbabwe for over 25 years.



Bertrand Mouiller

Narval Media

Bertrand was Director of Film and European Affairs for PACT until May 2002. He was Director General of the International Federation of Film Producers Associations (FIAPF) from 2002 to the end of 2005. During his tenure at FIAPF, his focus was primarily on the impact of digital technologies on the evolution of AV industry business models, WIPO affairs, the fight against audiovisual piracy and relationships with nascent audio-visual industries in the Southern Hemisphere.

He is currently a consultant to the media, film and television industry. Recent and current clients include the worldwide film producers' royalties collection agency Agicoa, the UK Film Council, the Creative and Innovative Economy Center in Washington DC, the UK terrestrial broadcast network Channel 4, the Danish Producers' Association, FIAPF, the US Motion Picture Association, the International Video Federation and the French National Centre for Cinema.

In 2008, Bertrand wrote, *Rights, Camera, Action*, a guide to using IP rights to finance and distribute audiovisual works, published by the World Intellectual Property Organisation (WIPO).



Matt Locke

Commissioning Editor, Education, Channel 4

Channel 4 Education commissions participatory projects for 14-19 year olds using social networks, TV, games and mobile. He joined in 2007 to lead the shift of the department's £5m annual budget from linear TV to cross-platform commissioning. Current projects include www.yeardot.co.uk, www.battlefront.co.uk and www.routesgame.com. In the last year, C4 Education projects have been nominated for many awards, with *Bow Street Runner* winning the Flash Forward Award, a BIMA and a BAFTA, and *Battlefront* winning an International Emmy.

Before joining C4, Locke was Head of Innovation for BBC Future Media & Technology, and before that worked as a curator and writer on digital technology and society. He still writes for

journals and on his blog at www.test.org.uk. In 2009, he was nominated for the Greatest Individual Contribution to New Media at the New Media Age Awards.



Charles Mills

Managing Director, Twofour Communications
Director, IVCA

Charles has spearheaded the transformation of Twofour Communications into an agency that brings together Twofour's strengths in TV content and in technology for the benefit of major brands and public sector bodies. As Managing Director, he is involved in overseeing a number of the agency's major communications and brand building projects, including major web TV projects and the development of Twofour Connect, the Group's proprietary online TV solution.

His previous experience includes becoming the first head of Communications and Marketing at the Victoria and Albert Museum in 1986 and at the Royal Horticultural Society in 1991: both jobs presenting major challenges in building stakeholder support for marketing and external relations activity.



Andrea Matyszczuk

Conference Producer
Golant Films/Artes Erunt

Andrea started her own company in 2005 after seeing firsthand how difficult it is for start ups and small companies to get the help they need only for when it is needed. With a top notch experience in retail, venture capital, BBC News and media, she firmly believes that service and professionalism are what make the difference.

Andrea believes that her clients need to be able to respond quickly and creatively to the opportunities that present themselves in order to succeed. Her speciality is making the impossible happen.

She has lived and worked in Canada, Spain, Poland, and the UK and is fluent in French, Spanish, German.



Benedict Arora

Conference Host
Head of Youth, NESTA

Benedict joined NESTA in September 2008 and is responsible for developing NESTA's Future Innovators programme, which explores ways to realise young people's potential to innovate in business, public services and in the community.

Benedict has a background in innovation in the children's services and education sectors. Before joining NESTA, he worked for the Department for Children, Schools and Families, where he set up a programme to support the development of Children's Trusts and to commission effective services for children and young people.

His previous projects and strategy work include developing a digital media strategy for the Department for Education and Skills; taking Teachers' TV from proof of concept to launch; setting up the TeacherNet website; and working on the Children in Care Green Paper. He has also worked at the European Parliament.

Lunchtime Showcases

The Tempest

South London, 2009.

Rob Curry
Fifth Column Films/Golant
Films

A teenage culture of immigration and gun crime. Opposite the Oval cricket ground, a disparate group of teenagers meet twice a week to rehearse a play. Over the course of nine months, they piece together a vision of an enchanted island, ruled by Shakespeare's wizard king. This engaging and uplifting film is a blend of documentary and narrative, building a portrait of the contradictions of what it means to be British in this brave new world.

Being showcased will be interactive concepts of the film appearing episodically within Bebo and the characters from the Tempest being Bebo profiles – as well as the film itself.

Yoodoo/Stolen Lives

Jon Akass
Media Citizens

Media Citizens is a digital communications agency specialising in participant media for the public sector. Launched in 2001, we've set up digital inclusion schemes in regeneration areas and developed a methodology for delivering youth media projects, offering multiple outcomes for public funds.

We provide all the elements required to support public service digital media, including:

- Web development and design.

- Script development for drama, documentary and news features.
- Filmmakers and producers to involve young people in a professional process.
- Informal and formal accredited learning in digital media skills from Level 1 -3.
- Public archives projects.
- Project management and digital step change consultancy

KnowingMeKnowingUrUp

Charles Mills
TwoFour
Communications

This channel – sponsored by the Liberal Democrat MEP Graham Watson – is designed to get young voters interested in the work of the European parliament and engaged with this year's European elections.

Creating and running it has taught us some useful lessons about the combination of skills and methodologies you need to harness to make this kind of campaign viable, about the value of video content as social networking currency and about the ways we need to be moving away from our traditional production models.

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NESTA Making Innovation Happen

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Drinks sponsored by



Acknowledgements

This event would not have happened without the following and their contributions:

Andrea Matyszczuk, Golant Films/Artes Erunt – pulling rabbits out of hats
Ian White, Secretariat, UK National Commission for UNESCO – being highly tolerant
Mel Norman, Media Sauce, One Media Conference – for moral support and brilliant ideas
Fiddian Warman, Soda Creative – logo and online support
Karen Merkel, New Media Networks – making connections
Sue Black, University of Westminster – for pushing
Mandy Berry, Zero One – for constant support
Tim Williams, UK National Commission for UNESCO – for understanding
Kim Peat, Broadcast Advisor, Arts Council – for shaping ideas
Rachael Castell, Rouge and Tripoli Productions – filming
Jon Akass, Media Citizens and the Yoodoo team – youth reporting and filming
James Ollerenshaw, Human Communications - PR
Matthew Eaves, Cleveratom – Mobistick display
Darran Porter, Porter Clarke – amazing design, fast
Louis Coiffait, FreshMinds Research – insight, event design
Benedict Arora, NESTA – never saying no
Helen Drury and the events team at NESTA – professionals to a tee
All the volunteer table hosts – for facilitating
All the members of the UNESCO Information Society Working Group, our sponsors and speakers
And all the other people we have inadvertently forgotten to include here

Special thanks to:

Marco Forgione, IVCA | John McVay, PACT | Richard Stirling, Power of Information Task Force Secretariat